

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



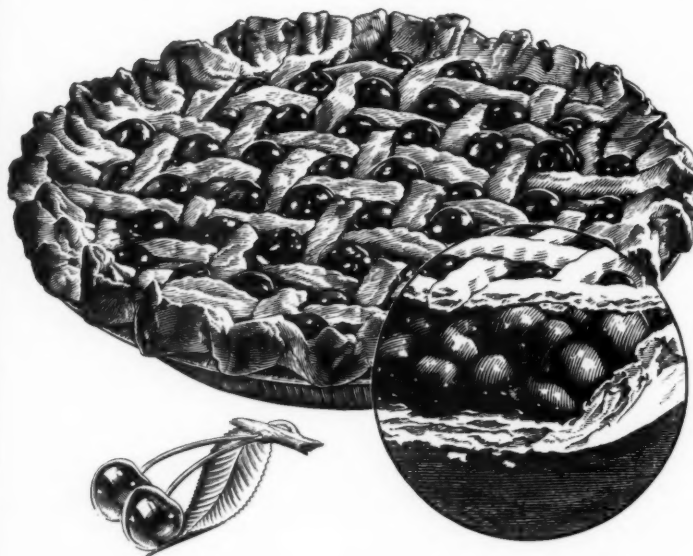
Volume 24
Number 12

DECEMBER, 1956

25c. a copy
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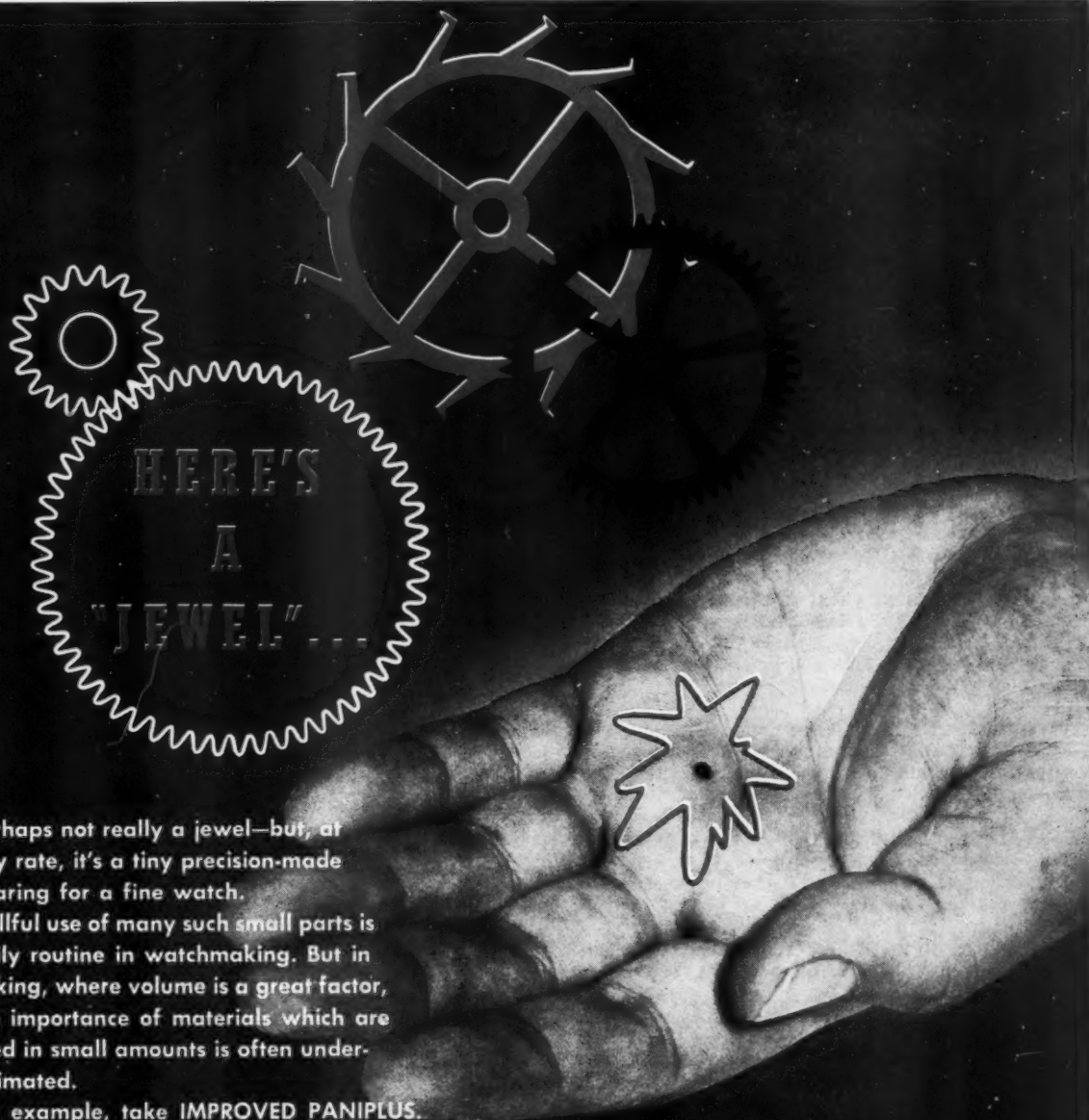
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The American Baker

Published Monthly for the Bakers of America by
THE MILLER PUBLISHING CO.



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THE AMERICAN BAKER is published by the Miller Publishing Co. at 2501 Wayzata Blvd., Minneapolis, Minn. Mail Address, P.O. Box 67, Minneapolis 1, Minn. Telephone, Federal 2-0575. Teletype, MP 179.

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SUBSCRIPTION RATES—One year \$2, two years \$3, in U.S.A. or U.S. possessions, Canada and Pan-America. Add \$1.50 a year for postage to other countries. Single copy 25c. Entered as second class matter at the Minneapolis Post Office. Readers are urged to give prompt notice of change of address and to anticipate future changes by two weeks' advance notice, using form 22-S obtainable from postmen.

THE MILLER PUBLISHING CO. also publishes The Northwestern Miller, Feedstuffs, Milling Production and CropLife. Executive, editorial and publication offices at 2501 Wayzata Blvd., Minneapolis, Minn. Carroll K. Michener, Chairman of the Board of Directors; Harvey E. Yantis, President; Milton B. Kihlstrum, Executive Vice President and Treasurer; Martin E. Newell, Vice President; Don E. Rogers, Vice President; Wilfred E. Lingren, Secretary; Thomas A. Griffin, Business Manager; Edwin J. Hartwick, Circulation Manager; James G. Pattridge, Assistant Treasurer; Richard L. Ostlund, Office Manager; W. O. Buchkosky, Production Superintendent.



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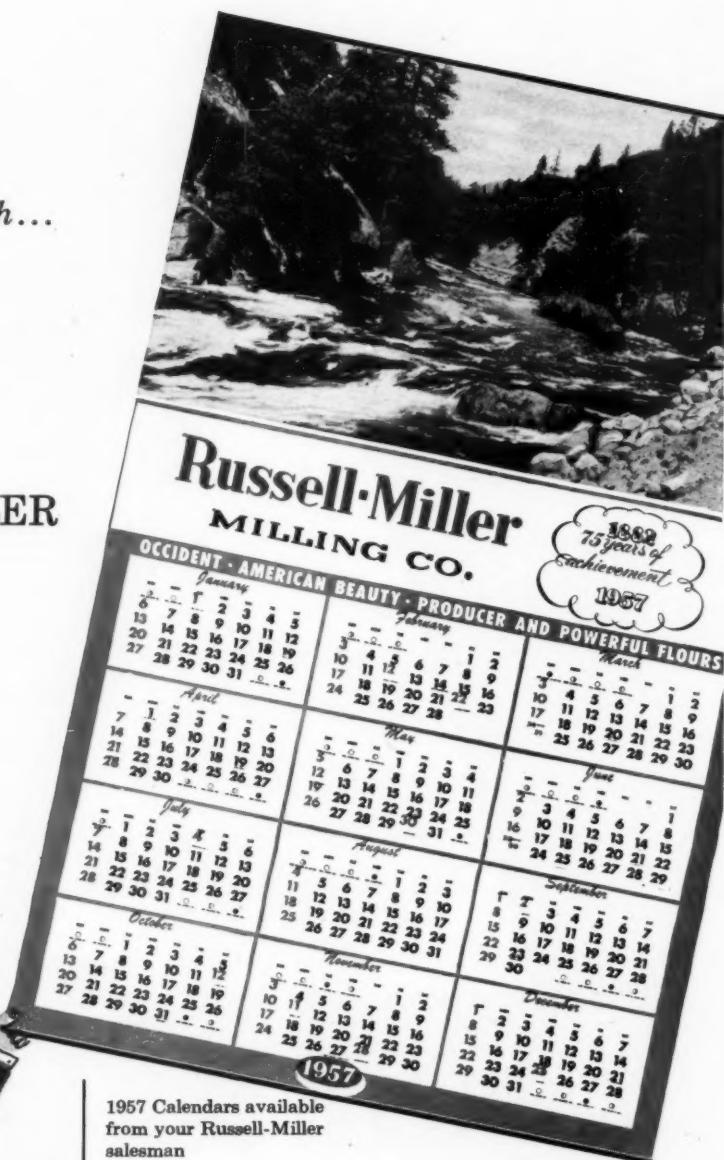
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*Milled exclusively from scientifically
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More and more bakers are discovering the selling features of Sunfed: the rich, golden crust, tender heart, mealy texture and matchless flavor that comes with the use of whole wheat flour, stone ground as our forefathers relished it.

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Comment . . .

. . . by Cooley

Everyone spends many hours thinking about the future of his industry—maybe it's about the permanence of his job, perhaps about the permanence of his business. The baking industry seems to have indulged in more than its share of future-probing in the last decade. Many factors have contributed to this dreaming, and one regrets that the wholesale bakers' night-time meanderings have more often than not developed into nightmares. These bad dreams are full of ugly green giants carrying signs saying "cheap bread," "distribution," "merger," and there's one little man in the corner who keeps bouncing into the picture carrying a banner reading "get out while the getting's good."



F. W. Cooley, Jr.

Nearly every midnight convention conference poses the question, "What's ahead for the baking industry?" and every branch has its own particular worry. The retail baker fears the shopping center will steal his business, but finds the shopping center rents too high.

Everyone can dwell at length on these problems—they are so common they aren't interesting any more. But the following idea from a successful baker might spark some discussion:

This baker is going to merge all wholesale bakeries in one trade area. He is going to have Smith, the baker who's most efficient at white bread production, send all his pullman pans across the town to good ol' Jonesy, who makes a fine pullman loaf and will be able to run 24 hours a day on pullman bread. Jonesy will let Smith bake every pound of regular white bread needed in the trade area. They will put Dave to work making only specialty breads, and Jake over in Dinkytown is set up with automatic bun and roll equipment so he'll take care of all the wiener and hamburger customers. The biggest doughnut man will start making doughnuts and nothing else.

Think, this baker says, how wonderful it would be never to have to change a formula, never to clean up equipment in the middle of the day because the sales manager has got a raisin bread deal on? This would be automation at its finest, with one product, often one size, one wrapping set-up, one crew doing nothing but what it knows best.

He's a little worried about brand labels, and the distribution system isn't solved yet, but we expect to get a lot of these little details ironed out at the next meeting, to be held in his kitchen after the next get-together of the South Side Poker and Carryin'-on Club.

If you are the type who collects August football ratings to mail back to the sportswriter in November, you might like to file this theory away somewhere—no, not there, in the drawer—and dig it out about 1970 or 1975. Then look out the window at that bakery delivery truck; maybe there's only one variety on it.

From all of us here, a very happy holiday season to all of you out there.

Thanks for reading. See you next month.

Frank Cooley

Editorials . . .

A JOINING OF HANDS

WHAT could be a giant step in a campaign to increase wheat products consumption was taken in Chicago Nov. 30. Representatives of the National Association of Wheat Growers, the Millers National Federation, the American Bakers Assn., the National Grain Trade Council, the Grain & Feed Dealers National Assn. and other groups met to establish a national wheat council.

Those who hoped for something dramatic from this meeting will be disappointed when they read the news elsewhere in this issue. A steering committee has been named to report further, but no broad plans were published, no dramatic announcement made to inspire the baking and milling industries, no feeling of high purpose broadcast.

Most interested people in all these industries think it high time that the wheat growers and processors band together in their effort to level off the constant decline in consumption. The history of cooperative associations of this type shows almost without exception an upturn or leveling off in the use of a product which had been declining up to that time.

The shining example of all this, of course, is the American Dairy Assn., whose system of producer cooperation has increased its promotional funds from \$272,000 to \$8,134,000 in 17 years. The consumption curve for fluid milk during this same period shows per capita consumption 20 lb. higher—the last four years consumption has continued to rise by 4 lb. per year to 356 lb. in 1956.

Other producer-processor organizations have had equal success. The meat industry has raised consumption despite the high cost of its products. The tremendous impact of citrus fruits on the food industry in past decades was gained by intelligent promotion and grower cooperation as much as it was by modern marketing methods.

The baking industry has devoted as much money as it was able to raise to this promoting of its products, and has received cooperation from many industries allied to it, but there has never been enough money to run more than a consumer service program.

The Millers Long Range Program of a few years ago faced this same problem. It was found that the industry just did not have enough money to finance a consumer advertising program.

Now it may become the breadstuffs' industry's turn to expand usage by promotion. In past years, the baking industry has not been too excited by reports of declining flour consumption, feeling that its bread volume was holding steady or even increasing slightly with the growing population.

Bakers explain declining flour consumption in the face of higher bread consumption by factors such as the replacement of some flour with other ingredients, and the more efficient use of flour by the baking industry.

The need for further cooperation between these two major industries is obvious when one considers their mutual interest.

Considering that enrichment is celebrating its fifteenth anniversary this year, the vast majority of the people are completely unaware of its benefits. Enrichment has given the baking industry its greatest opportunity, but little has been done to capitalize on this opportunity.

The wheat council, which does not yet have a name, has as one of its purposes the implementing of "a broad program designed to increase the effective utilization of wheat and wheat products through education, research, promotion and advertising."

The motives and reasoning behind this program are sound, and the purpose is laudable. The next report of the steering committee will be made in February at the annual meeting of the National Association of Wheat Growers; it is to be hoped that something constructive will have been accomplished by that time.

Trade Pulse

DONALD J. BENNETT, manager of the Joplin, Mo., branch of the Continental Baking Co., has been promoted to Continental's regional staff at Kansas City. In his new position, Mr. Bennett will be associated with Wonder bread plants in an executive capacity. The operation of the Joplin branch will continue under direction of PAUL JACKSON, branch sales manager.

A Detroit attorney, GEORGE FITZGERALD, has been elected vice president of Specialty Bakers Services, Inc., Detroit. The firm has an exclusive franchise for Sunrich Bread. JAMES E. HAGERTY, JR., Detroit, was elected secretary and HERBERT L. GROSBURG treasurer.

D. RAE TEROLLER has been elected president of Mannings, Inc., San Francisco, a restaurant, coffee and bakery company. Also elected were E. M. MANNING, JR., vice president and general manager; J. MARTY BRILL, vice president, and C. E. GORDON, reelected secretary-treasurer. Mr. Teroller succeeds the late E. M. MANNING, SR., as president, who, with his brother, W. W. MANNING, founded the business.

The promotion of EINAR SLETVOLD to the position of production manager of the Philadelphia plant of the Wm. Frehofer Baking Co., Inc., has been announced by ROSS D. MILLER, president. Mr. Sletvold has been with the firm since 1925. Frehofer Baking has also advanced RAYMOND SUPLEE to the post of regional company manager, northern division, which includes Reading, Allentown, Hazleton, Easton and the Trenton area. Announcement of the promotion was made by STANLEY L. MUSSELMAN, vice president. Mr. Suplee has been with Frehofer since 1935.

NOREL FRAGER was recently moved to the position of sales supervisor for the Continental Baking Co. in Sioux Falls, S.D. Mr. Frager succeeds JAMES GARRETT, who was promoted to sales manager of the company's bakery at Des Moines, Iowa. Announcement of the promotions was made by RALPH PEASE, sales manager.

According to ARTHUR H. VAN DE KAMP, new general manager of the Seattle-Tacoma division of Van de Kamp's Holland Dutch Bakeries, Inc., RONALD KANE has been promoted to the position of assistant manager of the company. Adjustment of personnel duties is part of the current Van de Kamp plan to convert its outlets to serve-yourself units as rapidly as possible, said Mr. Van de Kamp. He said also that Van de Kamp name will remain with the firm, in spite of the recent sale of more than \$1,000,000 worth of stock to the General Baking Co.

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Wheat Producers, Processors, Bakers Take First Steps Toward Promotion Program

CHICAGO—Upon the invitation of the National Association of Wheat Growers, representatives of the wheat industry met for an informal meeting here Nov. 30.

Present at the meeting were representatives of the Millers National Federation, the American Bakers Assn. and the American Institute of Baking, the National Federation of Grain Cooperatives, the National Grain Trade Council, the Grain & Feed Dealers National Assn., and the wheat growers.

Marion T. Weatherford, Oregon wheat farmer, named by the wheat growers to guide the program in its initial stages, acted as moderator of the meeting held in the American Institute of Baking conference rooms.

The representatives present decided to continue informal meetings from time to time, and selected Mr. Weatherford to act as temporary chairman.

A resolution was adopted at the annual meeting of the National Association of Wheat Growers last February, and the American Bakers Assn. board of governors recently announced it had been working on a promotional plan involving millers, bakers and wheat growers.

The text of the NAWG resolution follows:

"This committee recommends that the NAWG sponsor specific efforts towards the formation of a jointly financed National Wheat Council to include representation from all segments of the industry including producers, handlers, processors, and bakers of wheat and its products, the initial step being a steering committee from these groups. Such a council could have the three-fold function of:

"(1) Increasing the mutual awareness of industry problems, whether these be mutual or individual, thereby creating a better understanding among all groups.

"(2) Increasing public understanding of industry problems presented by a united front so that the tremendous contribution our industry makes toward society may be known and appreciated, and

"(3) Implementing a broad program designed to increase the effective utilization of wheat and wheat products through education, research, promotion and advertising."

According to some spokesmen, the grain trade views the promotional program as something amounting to a "two-price" system and fear its effect on exports and the present stor-

age system. If the plan for a wheat check-off follows the system currently being used by other industries for promotional funds, a per-bushel levy would be made by participating state wheat commissions at the wheat collection point. This would normally be the country elevator.

The next meeting was tentatively set to coincide with the National Wheat Growers Assn. annual convention in Lincoln, Neb., early in February, 1957.

—BREAD IS THE STAFF OF LIFE—

Rocky Mountain Bakers Set Convention Dates

DENVER—At a meeting of the board of governors of the Rocky Mountain Bakers Assn. in the Oxford hotel here recently, it was voted to hold the 1957 annual convention of the association in Denver. The event will be held at the Brown Palace Hotel April 20-22.

The first day of the convention will feature a general program of interest mostly to wholesalers. The second day will be for the retail bakers. The annual association golf tournament will be held at the Park Hill Golf Club on the final day, and the convention will end with the annual dinner-dance.

Richard Knight, Macklem Baking Co., Denver, president, was in charge of the meeting. He said preparations for the convention will get under way at once with the idea of making the 1957 event "the best ever."

—BREAD IS THE STAFF OF LIFE—

J. Rodney Smith Joins The American Baker

MINNEAPOLIS—J. Rodney Smith has joined the editorial staff of the Miller Publishing Co., Minneapolis, announces Harvey E. Yantis, president.

Mr. Smith will handle assignments of The Northwestern Miller, The American Baker and Milling Production, three of the company's five trade publications. The company also publishes CropLife and Feedstuffs.

Mr. Smith was born at Fargo, N.D., and spent most of his life at Grand Forks, N.D. He attended the University of North Dakota, Grand Forks, where he received a B.A. degree in journalism. He spent five and one half years with the Grand Forks (N.D.) Herald as regional farm reporter and has also been associated with the Minnkota Power Cooperative, Inc., Grand Forks.



James S. Fish

VICE PRESIDENT—James S. Fish, director of advertising for General Mills, Inc., Minneapolis, has been elected a vice president, according to an announcement by Charles H. Bell, president. Joining the company in 1938, Mr. Fish held several advertising posts prior to succeeding S. C. Gale as director of advertising last year.

Columbia Baking Offices Now in Larger Quarters

ATLANTA, GA.—The 32-year-old Columbia Baking Co. of Atlanta has moved its offices into quarters in the new Peachtree-Baker building, according to a recent announcement.

The new offices occupy 9,500 sq. ft. of floor space, twice that formerly used. It provides for a conference room, an attractive "Southern Room" for dispensing the company's baked foods and other foods and refreshments, as well as an area for employee snacks in off-the-job periods. The new area provides space for a battery of high-speed punch-card accounting machines and centralization of regional accounting activities.

Columbia Baking is headed by Ogden A. Geilfuss, president, and a veteran of 33 years in the baking and allied industries. J. O. Shuford is vice president and treasurer. Ed. J. Bentley is secretary.

The move to new offices is part of a territory-wide Columbia modernization estimated to cost \$2,000,000. The firm is replacing about one-fourth of its 800 trucks this year with new equipment and new, high-speed mechanized loading machinery.

Columbia now owns and operates 17 bread and cake plants which serve 36,000 food stores and restaurants in Georgia, Florida, North Carolina, South Carolina, Virginia, West Virginia, Alabama and Tennessee.

The company was started in 1924 when it was incorporated as the Southern Baking Co. One of the first plants acquired was the cake plant of the former F. O. Stone Baking Co., Atlanta, which was later tripled in size to permit production of bread and cake, and which is still in use.

The company was reorganized in 1928 as the Columbia Baking Co. Today's management, under the leadership of Mr. Geilfuss, assumed control in March of 1954.

Southern Bakers Raise \$50,000 For Scholarships

ATLANTA — C. Stuart Broeman, chairman of the Florida State University Fund Raising Committee, announces that cash and pledges to date amount to almost \$50,000. This is almost half of the goal of \$100,000 to be raised this year for student loan funds to be used by worthy and qualified boys and girls seeking an education in the baking field.

The Baking Science and Management School at FSU is the only course offering a complete college education leading to a B.S. degree in baking after completing four years. Students are required to devote at least two summers working in bakeries in order to get practical experience in their chosen field.

Concerns that have not made an investment in the future of the baking industry are urged to do so, according to Benson Skelton, president of the Southern Bakers Assn. Checks and pledges should be mailed to C. Stuart Broeman, chairman, Fund Raising Steering Committee in care of the American Bakeries Co., P.O. Box 2180, Atlanta, Ga., he points out. The FSU baking students have received almost a hundred thousand dollars in scholarships since the baking school was first established in 1950.

The university itself has invested approximately a quarter million dollars in physical equipment, including a complete modern bakery, air conditioned classrooms and up-to-date laboratory. The 7,500 students consume the bread and other bakery products produced by the school bakery. Besides the physical plant many thousands of dollars are budgeted by the university annually to pay a complete faculty and for all other expenses involved.

Student loans are approved by a Board of Trustees of which Sanford V. Epps, Claussen's Bakery, Augusta, Ga., is chairman, after recommendations have been made by a faculty committee. Worthy students from throughout the U.S. can apply for entrance.

—BREAD IS THE STAFF OF LIFE—

Indianapolis Bakers See Fruit Freezing

INDIANAPOLIS, IND.—Bakers of northwestern Indiana recently attended a meeting at which they were given a demonstration of fruit freezing and a talk on quality control. The meeting and show was put on by Orchard Farms Dairy, a division of Elgin Milk Products Co., at Fort Wayne.

The program included a film on the processing of apples for freezing. Howard Sorenson, from Orchard Farms laboratory, explained quality control and the handling of cheese for cheese cakes and the whipping cream base used with them.

In charge of the meeting were Gene Murrell, Bon Ton Bakery, and Orchard Farm representatives.

—BREAD IS THE STAFF OF LIFE—

COOKIE PRODUCTION

DALLAS, TEXAS—Limited production is now coming from the Cookies Corp. of Longview, one of the community's newest industries. The firm is shipping 30,000 packages of cookies a day to Oklahoma, Kansas and West Texas, and plans to increase its production by Jan. 1.

UNIFIED PROMOTION PROGRAM ASKED

WEST BRIDGEWATER, PA.—Louis H. Braun, Keystone Bakery, Inc., and president of the West Virginia Bakers Assn., has addressed a letter to the president of the American Bakers Assn. asking for a "unified program" of bakers and their suppliers to develop a substantially larger promotion program for baked foods than has been presented before. Mr. Braun suggests a check-off type of fund raising to "come from the suppliers of raw materials such as flour, yeast, sugar, milk and shortening . . . wrapping and packaging material and from machinery and equipment manufacturing concerns, last and not least the bakers." This industry-wide movement is similar to suggestions proposed in the editorial columns of this publication many times, and is currently supplying the milk industry with a very large promotional budget. The progress of this plan will be reported to the milling and baking industries.

New England Bakers Assn. Plans Reorganization for Stronger Baker Segment

By GEORGE W. POTTS
The American Baker Editorial Staff

BOSTON—The board of governors of the New England Bakers Assn. formally resigned as a body Dec. 2 to facilitate prompt action on a program designed to completely reorganize the group. The resignations were tendered at a meeting of the governors held prior to the opening of the annual convention of the association here Dec. 3-4, and followed several months of planning and study by officers and board members of the NEBA.

Announcement of this action and an outline of plans to rejuvenate the association and encourage stronger baker participation in the organization, were reported at the opening session of the meeting by William F. Goodale, Jr., Berwick Cake Co., Roxbury, Mass., president, and H. J. Schinkel, Boston, executive secretary.

Mr. Goodale stated that he had been empowered to appoint a committee of five bakers to work out the details of reorganization and report their plans to him sometime in the near future. Bakers from the New England area named to this committee are: Thomas McArdle, Cushman Baking Co., Lynn, Mass.; F. G. Stritzinger, Continental Baking Co., Inc., Boston; Carl Swanson, Worcester Baking Co., Worcester, Mass.; Arvid Marcuson, Viking Baking Co., West Hartford, Conn., and John J. Nissen, Nissen Baking Co., Portland, Maine.

Reorganization Recommendations

Mr. Schinkel presented a statement of recommendations for reorganization, previously outlined to the board of governors, which called for:

1. Reorganization of New England bakers and allied men in two strong organizations.

2. A board of governors composed of two baker members from eight areas of the New England territory, plus two area representatives of the American Bakers Assn.

3. Baker members of the board should select allied men from their areas to work with them.

4. Development of regular periodic luncheon meetings in each area.

5. A committee to analyze and refine association aims and activities and revise the by-laws.

He stressed the need of a strong organization working for the bakers' interests, and general association coordination from the national to the regional, state and local levels. The executive secretary further pointed to the contributions of the allied representatives in the past, and the need for their continued support and counsel.

Presenting figures charting the general economic trends and indicating that New England did not quite match up to the nation as a whole, E. E. Kelley, Jr., president of ABA, called upon the bakers of this area to unite behind some over-all industry objective.

National Benefits Reported

He noted the American trait of working best when faced with an emergency, and urged the bakers to strive to make their group the best industry association in the area. He told the bakers that their objective should be to back ABA which is working and making a constructive effort to increase per capita consumption of baked foods. He called upon them to join ABA and take advantage of this program which had been proven effective at the local level.

The ABA president told the bakers to "get the message over," and declared that if the bakers of New England would unite behind such a program they would help the industry collectively and themselves individually.

The speaker viewed the over-all baking industry picture as good, noting a rise the previous week of 15% over the 1947 base period and 12% above a year ago. He further noted that the bakery flour and baked foods consumption curve was constantly up while the family flour curve had constantly declined during the past 20 years.

Mr. Kelley stressed the need for improvement and counseled the bakers that complacency has no place in a healthy industry philosophy. He noted that the baking industry has shown an increase of 18% in the past 10 years and pointed to other industries that have shown a marked downward pattern. He urged the bakers to believe in what they are doing, tell the enrichment story, think constructively, support association work and combat detrimental propaganda.

A graphic presentation of the large scale, effective work being done by the Bakers of America Program and the American Institute of Baking in telling the basic industry story to the American consumer audience, was outlined by Dudley E. McFadden, public relations director of the program, and Ellen H. Semrow, director of the consumer service department of AIB.

In a series of projected slides, Mr. McFadden showed the mass presentation and impact of the program through newspapers, periodical and trade and professional journals, and cited the need of the combined effort of all bakers in the field of public education.

Mrs. Semrow, noting that "re-

search holds the keys to the future," criticized the lack of support of product development and research endeavors. She stated that the industry had "turned a cold shoulder to frozen food possibilities and let the market run away."

She urged the industry not to make the same mistake in the field of irradiation of foods, stating that it appeared possible to keep baked foods for months by this process and it "should challenge the whole industry."

She stated that "in her experience she had rarely met a baker who was enthusiastic about his products and the industry," with most seeing the tough competitor as "the baker on the other side of town."

This speaker pointed to a predicted \$75 million food market in 1957, and urged the bakers to "face it together and make a big cut in that market."

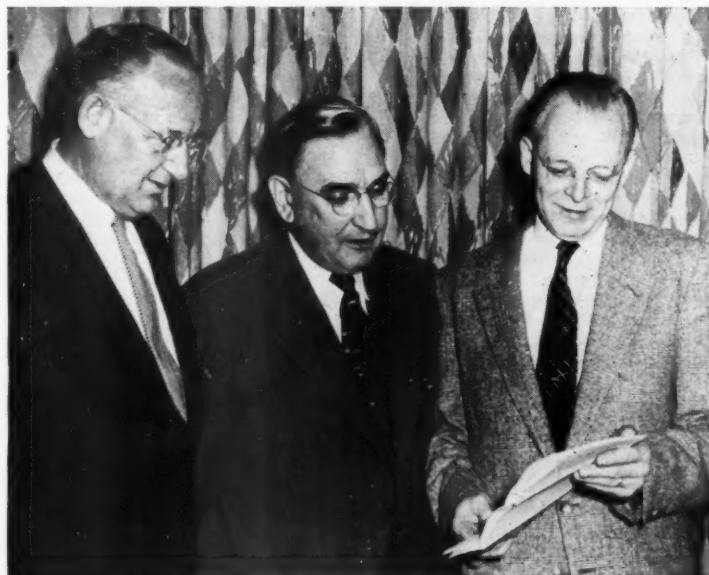
The need for more promotional work in the baking industry was voiced by H. H. Smallridge, Jr., Holsum Bakery Co., Charleston, W. Va., in an address outlining the work in West Virginia in promoting baked foods, and offering constructive counsel for industry action.

By coincidence, his thoughts paralleled the reorganization plans of the New England group as he called for annual regional workshops with ABA officials on the program. His outline suggested "workshops in the purest sense of the word" to serve as a common ground for national, regional and state groups to work together and "streamline the work of the ABA."

He stated that "lethargy, complacency and self satisfaction belong to a lazy industry," and the baking industry cannot afford to have this attitude.

He saw the possibility of a "rosier horizon emerging for the baking industry," and urged bakers throughout the nation to have more interest in industry consciousness and less in brand name consciousness. "Brand

(Continued on page 14)



PLANS FOR 1957—Newly elected officers of the Bakers Educational Group of New England check plans for 1957. They are, left to right, James W. Mackey, Sands, Taylor & Wood Co., Boston, secretary; Frank H. Seelinger, Procter & Gamble Distributing Co., program chairman; and Ernest Erekson, Cushman Baking Co., Lynn, Mass., president. Also elected was Peter Grunswelg, First National Bakeries, Somerville, Mass., vice president.



New GMI Signature

General Mills Adopts New Corporate Symbol

MINNEAPOLIS—A new corporate signature for General Mills, Inc., is bringing uniform identification to the company's broad line of products.

J. S. Fish, director of advertising for GMI, said the identification symbol results from a new policy adopted after several months of study. It has the words General Mills enclosed by an outline shaped like a TV-screen. Emphasis is placed on the word "Mills" through a bulls-eye dot over the "i." The word "General" is printed in smaller type.

Study revealed nothing distinctive about the "General" in the corporate name. But the word "Mills" was found to be both distinctive and descriptive. Webster defines "mills" as: "A building or collection of buildings with machinery whereby the processes of manufacturing are carried on." The name General Mills, Mr. Fish said, was intended to embrace this broader meaning.

Hundreds of designs, circles, squares, triangles, rectangles, ovals and futuristic shapes and combinations were considered. The TV screen, one of the most looked-at shapes in America today, provided an outline fitted physically to the name.

The new corporate symbol will be used as the signature for advertising, promotional material and product packages. It will also serve on stationery and business forms, physical structures and vehicles, publications and other literature.

—BREAD IS THE STAFF OF LIFE—

General Baking 39-Week Net Declines Slightly

NEW YORK—George L. Morrison, chairman of the board of General Baking Co., announced that the estimated net profit of the company for the 39 week period ended Sept. 29, 1956 (after estimated Federal income taxes of \$915,570) amounted to \$1,091,022 equal to 37.8¢ a common share after meeting preferred dividend requirements.

This compares with an estimated net profit for the corresponding period 1955 (after estimated Federal income taxes of \$936,855) of \$1,132,830 or 40.3¢ a common share.

The directors declared the regular preferred dividend of \$2 per share.

—BREAD IS THE STAFF OF LIFE—

DIVIDEND DECLARED

The Langendorf United Bakeries, Inc., of San Francisco, Calif., has declared a 100% stock dividend on the common stock, payable Dec. 31 to holders of stock of record Nov. 30, and an additional quarterly dividend of 30¢ a share on the increased shares payable Jan. 15, 1957, to stock of record Dec. 31. The dividend is at the rate of \$1.20 a share on the new common, or equivalent of \$2.40 a share as against \$2 previously.

Sugar Quota Increased Again

WASHINGTON—The U.S. Department of Agriculture announced Nov. 20 a further increase of 100,000 tons in the total sugar quotas for the continental U.S. for 1956. With this increase the 1956 quotas total 8,875,000 short tons, raw value.

The announced increase is based on the following "Statement of Bases and Considerations":

On Oct. 25, 1956, total quotas (the annual sugar requirements) were increased to 8,775,000 short tons, raw value, for the current calendar year.

—BREAD IS THE STAFF OF LIFE—

New Massachusetts Law Requires Food Handler Registration

BOSTON: A new law requiring all persons in Massachusetts engaged in the processing of food for sale to register with the State Department of Public Health became effective Nov. 10. Application forms may be obtained by writing to the Division of Food and Drugs, 527 State House, Boston.

George A. Michaels, director of the division, said the law requires registration of persons who prepare, manufacture, pack, can, bottle, expose, store, handle or distribute food. It also requires the registration of persons who ship bakery products into the state for sale.



S. M. Johnson

JOINS PANIPLUS — The appointment of S. M. Johnson to the sales and service staff of the Paniplus Co. has been announced by Glenn E. Hargrave, sales manager. Mr. Johnson is a graduate of Dunwoody Industrial Institute, Minneapolis, and for the past seven years has been production superintendent at the Alstadt & Langlas Bakery in Waterloo, Iowa. His territory will include Illinois (except Chicago and vicinity), Iowa and Nebraska. C. D. Ferrell, who formerly covered this area for Paniplus, will continue to cover Chicago and vicinity, as well as Wisconsin, Minnesota, North Dakota, South Dakota and the Upper Peninsula of Michigan. J. P. Gagne, now deceased, was the Paniplus representative in most of Mr. Ferrell's new territory.

Minnesota Allieds Vote Dunwoody Scholarship

MINNEAPOLIS — The Minnesota Allied Trades of the Baking Industry voted a \$100 scholarship to the Dunwoody Baking School during its monthly meeting in The Miller Publishing Company Clubroom Nov. 30. A. J. Vander Voort, head of the baking school, thanked the allieds for their contribution, stressing that baking schools are running below strength and asking the allieds' cooperation in bringing more men into the baking industry.

The scholarship will be set aside yearly, with Dunwoody handling the administration of the funds and the needy students being selected by the school.

Another highlight of the meeting contributed to the attendance of over 35—the second appearance of a successful baker before the allied group to bring the entire membership up to date on new trends in the baking industry.

Tom Freer, Super Valu Stores, Minneapolis, in charge of bakeries operated in supermarkets for the major Northwest food chain, struck the note of his address with the comment, "One must adapt to change or fail." He reviewed the trend toward large-volume food stores and baking's place in them.

"The bakery department is the one remaining place in any food store where you can find a hodgepodge," Mr. Freer said. "It is the only item the store personnel do not rack, and the bakery has delegated its responsibility for an attractive sales display to a driver or other sales clerk."

Centralized baking and the other types of bakeries in food stores were compared by Mr. Freer. While the centralized installation permits lower unit cost and enables the bakery to establish a brand name, the time lag from bakery to counter, and the lack of variety caused by this and other factors, make that system less desirable in Mr. Freer's opinion than a bakery actually in the supermarket.

When a market buys from a retail baker, the time lag is shorter and the variety larger, but the two businesses have difficulty getting together on a discount system.

Under the lease-out arrangement, the retailer puts in his equipment and pays rent—the problem here is one of compatibility between the baker and the store operator, it was explained.

The lack of qualified personnel is the most difficult hurdle in stores owned by supermarkets, Mr. Freer said.

The allied trades set the date of the club's Christmas Party as Dec. 21, at the Hotel Leamington.

The group also will hold a Christmas Party for underprivileged Indian children at a settlement house Dec. 15. Turkey and all the trimmings have been contributed by various members; they will also supply Christmas presents and a show featuring clowns, magicians and Santa Claus.

The group's annual Bosses Night was tentatively set for Jan. 24.

—BREAD IS THE STAFF OF LIFE—

WORKMEN INJURED

BUFFALO — Two workmen were injured in an explosion in an oven at the Loblaw, Inc., Bakery, Buffalo. John G. Rebhan, battalion chief, said the explosion was caused by an accumulation of gas which built up as the oven was being changed for another load.



THAT'S RIGHT, MOMMA!

A wife's place is at her husband's side!

Especially at . . . the 1957 ARBA Convention and Exhibition March 17-20 - New Orleans, La.

Interstate Bakeries 9-Month Earnings Higher Than 1955

KANSAS CITY—Cumulative earnings of Interstate Bakeries Corp. for the 40 week (nine month) period ended Oct. 6, 1956, totaled \$2,631,875 or \$2.47 per share, on 954,506 shares outstanding, R. L. Nafziger, president, reports.

This betters the 1955 earnings performance of \$2,531,608 or \$2.36 per share for the 40-week period ended Oct. 8.

Sales for the 1956 period totaled \$80,402,695, compared with last year's sales of \$76,191,819.

For the third quarter, the 12 weeks ended Oct. 6, earnings were \$860,062, which compares with \$883,724 for the like period of 1955. Per share figures were 82¢ for this year, and 84¢ for last. Third quarter sales for 1956 totaled \$24,903,965 as compared with the previous year's figure of \$23,194,798.

Michigan Bakers Conference Seeking Record Attendance

EAST LANSING, MICH.—A concerted effort is being made to get as many Michigan bakers as possible to participate in the noon banquet program at the annual Michigan Bakers Conference at Michigan State University Jan. 15. The conference drew 267 persons last year.

The conference planning committee voted at its recent meeting to strive for a record noon attendance. Many of the bakers cannot stay for the evening dinner program, Olin Scroggins, Aurey Bakeries, Detroit, conference chairman, said.

Once again the conference will feature a display of merchandise, will offer an exchange of ideas and will keep alive the friendliness that exists among the Michigan bakers, Mr. Scroggins said.

The fifth annual conference will be held again at Kellogg Center on the MSU campus. Kellogg Center hosts over 400 educational conferences each year. Many faculty members, restaurant-administration students, housewives and local businessmen come to the building to view the out-

American Bakeries Reports Higher 9-Month Earnings

CHICAGO — The American Bakeries Company reports consolidated net income, after federal taxes on income, for the 40 weeks ended Oct. 6, 1956, of \$4,020,158, or \$2.39 a share on 1,596,205 shares of common stock presently outstanding. For the like period of 1955 consolidated net income was \$3,876,893, equivalent to \$2.30 per share on the same number of shares of common stock.

For the 12 weeks ended Oct. 6, 1956, consolidated net income was \$1,373,502, equivalent to 82¢ a share on common stock outstanding. This compares to consolidated net income of \$1,172,661 for the corresponding 12 weeks of 1955.

Before provision for federal taxes on income, consolidated net income for the 40 weeks ended Oct. 6, 1956, was \$8,133,360; and for the 12 weeks ended Oct. 6, 1956, \$2,724,324.

The company prepaid a \$1,200,000 note due November, 1957, and its subsidiary, Cushman's Sons, Inc., has called for payment on Nov. 30, 1956, all of its 7% cumulative preferred stock, thus making it wholly owned by American Bakeries Co.

These retirements will leave working capital substantially unchanged at the year end. The company's long term debt now stands at \$2,567,500 compared with \$4,035,000 a year ago.

The board of directors of American Bakeries Co. declared a regular quarterly dividend of 50¢ a share and an extra dividend of 10¢ a share on the common stock of the corporation, both payable Dec. 1, 1956, to stockholders of record Nov. 13, 1956.

—BREAD IS THE STAFF OF LIFE—

CHANGES OFFICES

KANSAS CITY—The Commander-Larabee Milling Co. has moved its offices here into the Centennial Building, Kansas City's newest downtown office building. The move was made Nov. 5. The company's mailing address is now Box 356, Kansas City 41, Mo. The new telephone number is HARRISON 1-7448.



VISIT STATUE—New Orleans' monument to a famous woman baker, Margaret Haughery, is visited by Associated Retail Bakers of America convention chairman, N. F. "Mickey" DeSalvo; publicity co-chairman Roger Baudier, the Dough Boy, and convention co-chairman Alphonse Levy, Charles Denery, Inc. It is expected that many of those who will attend the ARBA convention and exhibition in New Orleans March 17-20 will visit this monumental tribute to a woman who was as famous for her charity to orphaned children as for her fabulous career as the proprietor of a "steam" bakery.

ARBA Convention City Has Statue Of Famous Woman Bakery Owner

Bakers who plan to attend the 1957 ARBA Convention and Exhibition in New Orleans March 17-20 can look forward to a wide variety of fascinating sights and picturesque points of interest. However, they will be particularly interested in an historic marble monument to a famous woman baker—the first and only monument to a woman baker in the U.S.

The name of the woman who received this lasting tribute from her fellow citizens was Margaret Haughery, who began a fabulous career as a commercial baker shortly after the tragic death of her husband and only child had left her a penniless widow.

At first she was engaged as a dishwasher in the St. Charles Hotel; then by dint of frugal living and savings, she started a dairy business, but most of her profits went to the St. Vincent's Infant Asylum and the New Orleans Female Orphan Asylum. It was remarkable that any business to which she put her hand promptly succeeded. Although she could neither read nor write and signed all acts, deeds and checks with an "X", she had such great business acumen that many business people consulted her.

In 1859 Monsieur D'Aquin, who operated a large "steam bakery" on New Levee Street, was unable to repay Margaret a loan he had made with her, so insisted she take over

the establishment. She had never before operated a bakery, but she promptly "educated herself about baking," and before long, as usual, the business flourished—despite the fact that she gave away any number of loaves of bread free to the poor and many more daily or weekly to the various asylums of the city. Orphan children were the center of her interests.

Margaret was among the pioneer advertising bakers of the city. Her advertisement of 1860 was headed by her first name, "Margaret", the simple name she always used and the one by which she was universally known. Beneath a woodcut of a side-wheel steamboat of the period, with auxiliary sails, appeared the words: "Bread and Cracker Baker—No. 76 New Levee Street, between Poydras and Lafayette Streets. Keeps constantly on hand a large assortment of Bread, Crackers, Cream Biscuits."

Margaret's baking plant became one of the first to be mechanically equipped, and because the machines were operated by overhead pulleys and belts, powered by a steam engine, it belonged to the class of bakeries which became known as "steam bakeries." The steam was used also in the ovens for the production of the nationally famous New Orleans French bread. Such a plant, with the designation of "Steam Bakery",

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Retail Bakers Prepare for March 17-20 Convention in "Most Interesting City"

CHICAGO—The Associated Retail Bakers of America was influenced by a number of factors when it chose New Orleans as the site for the convention and exhibition which is scheduled for March 17-20, 1957. For example, the association took into consideration the city's geographical location, and the fact that it is so easily accessible by rail, plane or ship. They knew that the Roosevelt Hotel offered some of the finest exhibit and general session facilities to be found anywhere in the U.S. They were certain that they could count on the strong and enthusiastic support of the retail bakers in New Orleans and throughout that entire southern section. But most of all, they knew that in New Orleans itself they would be offering visiting bakers and their families "America's Most Interesting City."

Semi-Tropical Climate

To start substantiating this enthusiastic claim it can be pointed out that New Orleans is a semi-tropical city which will offer bakers from most other sections of the country welcome and balmy relief from the blustery grip of the northern March weather.

Spring comes early and beautifully to New Orleans and March 17 will see the boulevards, parks and gardens of both the old and the new sections of the city ablaze with blossoms. The warming and welcome sun will also give visitors a chance to do their summer tanning early.

The French Quarter

The most unquestioned of New Orleans' claims to the title of "America's Most Interesting City," is the fact that it is the only U.S. city to retain so much of the Old World charm inherited from its French and Spanish ancestry.

Although the entire town shows this Old World influence, it is concentrated in the famed "French Quarter," where so many historic buildings and homes are found. Here the New Orleans tour guide will show you the ancient Cabildo, where Spanish legislators met—the hallowed Cathedral, oldest cathedral of the same name and site in the U.S.—the building where Napoleon's followers planned to house the Little Emperor—the time-worn patios of ancient New Orleans homes. Nowhere in all America is there anything quite like it—a bit of Paris and Spanish splen-

dor on the banks of Old Man River, ARBA spokesmen say.

New Orleans has much more to offer the visitor than the French Quarter. To mention a few of the "other" sights there are: The old Garden District, original section of the American Colony, with its charming yet massive mansions—New Orleans, famed Canal Street, with its smart modern shops and restaurants and movies for the lady tourists—the Huey P. Long Bridge, which rides a giant span 10 miles above the city and is one of America's greatest engineering triumphs—the above-ground burial vaults of a below-sea-level city, with inscriptions that date from the 18th Century—the beautiful drives along Lake Pontchartrain and the absorbing boat trip around New Orleans harbor, America's second largest seaport.

A visit to New Orleans isn't all sight-seeing. There are fascinating things to do as well as see. When it comes to dining out New Orleans ranks high among the world's most famous culinary shrines, with names like "Antoine's" and "Arnaud's" evoking reverent recognition from gourmets the world over. Even more important, there are scores of equally good eating places where famed New Orleans seafood specialties may be enjoyed at comparatively modest prices.

New Orleans is also world-renowned for its antique shops. There are over 50 of these fascinating-to-women shops in the French Quarter alone. If only to purchase a mustache cup, a visit to these purveyors of the old and the odd is a must.

No other city weaves such a glamorous spell about its night life. Gay, amusing, exotic and different "it is something every visiting baker (and wife!) should see," Gerard P. Kirk, Standard Brands, Inc., New York, ARBA publicity co-chairman, points out.

There are night clubs aplenty and, of course, the French Quarter cabarets that are so famed in song and story. In the latter, you rub elbows with every stratum of society while enjoying "genuine" Dixieland Jazz and the unusual entertainment offered. Then, after an evening of night life, you welcome the dawn in the traditional New Orleans way—with coffee and hot doughnuts at a quaint "stand" in the famous old French Market.

"FOLLOW YOUR DREAMS WITH ARBA"

A Message from Walter R. Schuchardt, President, Associated Retail Bakers of America

"It hardly seems possible, but by the time you see this message in print only three months will remain until the 1957 Associated Retail Bakers of America Convention and Exhibition is held in New Orleans, March 17-20.

And so, as ARBA president, it is my pleasant privilege and solemn duty to suggest most earnestly that you start planning NOW to "Follow Your Dreams to New Orleans!"

After the highly successful convention held in Chicago last April there is little need for me to emphasize the practical reasons why every re-

tail baker should attend this year's convention. As most of you have heard, there was unanimous agreement among those present that any one of the sessions would have been worth the cost of the trip. From the standpoint of new merchandising and training ideas, new products and ingredients, new baking techniques and tricks of the trade attendance at the Chicago convention was the best "investment" a retail baker could make.

Having discovered the just-right formula for a successful retail bak-

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Walter R. Schuchardt

ery convention, the program committee for the 1957 Convention and Exhibition plans to give you exactly the same type of show—plus all the "new" ideas in merchandising and production that have been developed during the intervening twelve months.

"In addition, the 1957 convention offers you and your family one of the most beautiful and rewarding Spring vacations you have ever enjoyed... a four-day stay in fascinating New Orleans, where the New and Old Worlds have joined in a perfect marriage of architecture and art, food and fun!

Retailers Should Attend

"Finally, I urge you to attend the 1957 ARBA Convention and Exhibition because your attendance is something you owe to the retail baking industry, as well as to yourself.

"It is no secret that the sensational success of the Chicago convention made the entire business world sit up and take notice of the "little" retail baker. So let's keep the ball rolling. Let's keep building the ARBA as an increasingly powerful force for constructive good in America's business life. Let's plan now to 'Follow Our Dreams To New Orleans!'"



John M. Krno

David E. Linn

SALES PROMOTIONS—The Corn Products Sales Co., New York, has appointed John M. Krno to a position as manager of its bulk sales development, Corn Products Refining Co. At the same time A. N. McFarlane, vice president and general sales manager of the refining company, announced appointment of David E. Linn as manager of sales service, the position formerly held by Mr. Krno. Mr. Krno has been associated with Corn Products since 1917. Mr. Linn has been with the firm since 1930.

NEBA

(Continued from page 11)

name consciousness follows industry consciousness," he declared, contending that "we are years behind in promoting bread for its own sake!"

He told the bakers they should promote bread as something good to eat, and elaborate on the theme of "bread belongs at every meal." "There are good tools in the slogan department, they only need sharpening through use," he declared. "Don't use promotion as a shot in the arm, it should be planned well and worked consistently," he continued.

"Let's stop looking back and looking with envy at competitive industries. Let's roll up our sleeves and look, plan and work toward the future with general industry cooperation," he concluded.

The controversial topic of freezing was covered by two well-known industry personalities at a luncheon session concluding the two-day meeting. The luncheon was sponsored by the Bakers Educational Group of New England, with Ernest A. Erikson, president of the group, acting as chairman.

The session featured addresses by George T. Carlin, Swift & Co., Chicago, and Don Copell, Wagner Baking Corp., Newark, N.J.

In detailed discussions of the problems and pros and cons of freezing, both speakers were in agreement that frozen baked foods cannot profitably compete with fresh baked foods because of the added cost factors involved in freezing. They were also in agreement on the point that high quality and specialty items held the advantage as frozen products and second rate goods should not be used as frozen items.

Mr. Carlin urged the bakers to consider these four basic points before considering freezing:

1. Adaptability to freezing.
2. Storage life.
3. Convenience of use.
4. Packaging required.

Mr. Copell stressed that he was not 100% against freezing, but was "against freezing standard and mediocre items."

He cautioned those considering freezing to handle only quality products, use proper packaging to protect against handling, freeze the products as quickly as possible, and not to freeze in cases. He further counseled them on the points that freezing in quantity is costly, success of the project is limited by the "tools" at the bakers disposal, and they should seek good independent counsel before starting. Touching on pies, he said that they should be defrosted as quickly as possible.

"Don't go into freezing unless you are ready to compete with the big boys—and I mean advertising dollars," he declared.

Also featured on the convention program was P. D. Betterley of Betterley Associates, Worcester, Mass., who discussed "insurance pitfalls."

An old feature of the NEBA conventions was renewed this year with special closed sessions for the wholesale and house-to-house bakers and sales managers. The wholesale session featured an address by E. J. Sperry, Sperry Industrial Publications, Chicago, with William F. Goodale, Jr. acting as chairman. K. J. Winialski, Newton-Robertson Co., Hartford, Conn., acted as chairman at the house-to-house meeting.

The social highlight of the meet-



WINNING GOLF TEAM—The officers and the winning team representing the Bakers Club, Inc., New York, pose with their trophy, the Lee Marshall Cup, at the Philadelphia Bakers Club outing. They are, left to right, Edward W. Schmitt, Corn Products Sales Co.; Everett J. Ranney, Ranney Sales Co., team captain; Frank A. Lyon, club secretary; Arthur C. Ebinger, Ebinger Baking Co., president; Ellsworth L. Timberman, Continental Baking Co., first vice president; Frank Forbes, Frank Forbes Co., chairman of the golf committee; John R. Sheehan, General Fibre Products Corp.; Maurice F. Murphy, Ekco Products Co.; and Philip S. Lord, Standard Brands, Inc. Members of the team who are not pictured are Arthur E. Levy, Joe Lowe Corp.; Herbert C. Johnson, American Machine & Foundry Co.; and Oscar L. McGee, American Molasses Co.

ing was the annual cocktail party, banquet and dance held in the ballroom of the Sheraton Plaza Hotel. The strong baker support of this year's convention was indicated in the attendance figures showing 79 bakers from 50 plants registered. Allied attendance was 175.

—BREAD IS THE STAFF OF LIFE—

Pan Mileage Discussed By Metropolitan Club

NEWARK, N.J.—How to "Increase Your Pan Mileage" was discussed by Edward Leedy of the Lockwood Manufacturing Co., Cincinnati, Ohio, at the November meeting of the Metropolitan Bakery Production Club. Approximately 105 members and guests were in attendance.

Mr. Leedy said three important factors are necessary to obtain increased pan mileage under present day conditions. He said these are choice of materials best suited for the bakery, pan design to function most efficiently with the equipment in the bakery, and proper pan handling and care through education of bakery personnel by management.



Edward Leedy

Chicago Bakers Club Will Name Directors

CHICAGO—Seven nominations for two-year terms on the board of directors of the Bakers Club of Chicago have been made by the nominating committee.

The nominations include Jack A. Cohon, attorney; Richard G. Davis, Pepperidge Farm, Inc.; Joseph J. Donzelli, Donz Bakeries Co.; Herman J. Dressel, Dressel's Bakeries; Fred M. Jensen, J. T. Shufflitowski Co.; Ray Murray, Ward Baking Co., and John A. Revord, Sterwin Chemicals Inc.

The annual meeting of the club will be held on Jan. 30, 1957, at which time the new officers and the new directors will be installed in office.

—BREAD IS THE STAFF OF LIFE—

Firm Calls In Stock

CHICAGO—Cushman's Sons, Inc., has called for redemption on Nov. 30, 1956, all of its 7% cumulative preferred stock at the redemption price of \$146.75 a share, which includes \$1.75 representing unpaid and accrued dividends to the redemption date. The shares will be redeemed on and after Nov. 30 at Bankers Trust Co., corporate trust department, 46 Wall St., New York 15, N.Y.

—BREAD IS THE STAFF OF LIFE—

Specialty Service Reelects President

DETROIT, MICH.—The Specialty Bakers Service, Inc., exclusive franchising agency for the Kellogg Sun-rich health loaf, has reelected Miss Florentine Urban as president.

For many years Miss Urban has assisted the Kellogg company in their home economics, health loaf testing program. Approximately two years ago the new loaf was perfected. The Specialty Bakers Service was formed to select bakers to handle it. It is now represented by offices in Cleveland, Ohio, and St. Petersburg, Fla.

ARBA CITY

(Continued from page 13)

was regarded as the most modern and latest thing in bakery operation.

When floods spread their misery over large areas around New Orleans, Margaret loaded large wicker baskets with bread and had her workers paddle her in a skiff to the homes of the poor where she distributed her life-saving bread free.

When the Fourth Louisiana Regiment was brought as prisoners of war to Aligiers (across the river from New Orleans) and placed in a detention camp, Margaret's maternal heart was deeply stirred by stories of hunger among her "Louisiana Boys." She baked extra batches of bread, then equipped with hampers and hampers of fresh bread, she went across the Mississippi River to the prison camp. The sentry challenged her, but stocky, powerfully built Margaret, indignant over the very idea of being refused entry to feed hungry prisoners, is said to have picked up the sentry bodily, stood him aside and ordered her men to go in with the hampers of bread. In addition, during the days of federal occupation of the city, after its surrender to Admiral Farragut in 1862, when poverty and hunger stalked about the city, she fed scores of needy families in the city, and she did the same too, during the epidemics of 1867 and again in 1878.

She was accustomed to sit on a straight-backed, rush-bottom chair, clad in a calico dress, in front of her bakery on the sidewalk. On "state occasions," he threw a knitted shawl over her shoulders. In this familiar garb and in her typical posture, her monument was carved in marble, with the addition of two orphans standing at her knees, symbolic of her one great love and goal in life—to help needy children.

She operated her bakery alone until the latter part of the 1870's; then she formed a company known as Margaret Haughey & Co. When she died on February 9, 1882, New Orleans business practically closed down for the funeral. The ceremonies were performed by the Archbishop of New Orleans. All city officials, members of the Cotton Exchange and the Chamber of Commerce, all prominent merchants and bankers and all dignitaries in the city, besides orphans from eleven institutions, followed her remains to the grave.

Her last will showed an estate of \$600,000. Every cent of it was left to the orphanages and charity institutions of the city—Catholic, Jewish and Protestant, white and colored. Two years later, the monument in her honor was erected in the little triangular grass plot in front of the New Orleans Female Orphan Asylum, which she had helped so much, at the junction of Camp and Prytania Streets. An immense concourse of people attended the dedication, ever so many of whom had been beneficiaries at some time or other, of this simple, Irish baker woman.

Many have forgotten that Margaret was a baker, and that the wealth which she amassed had been earned in the operation of her "miracle" bakery, which thrived unusually, the more she gave bread away to the orphans and the poor. But they do remember the beloved benefactress of the poor and the orphans of their city—simple, plain Margaret who loved distressed little children, whose pangs and hurts she knew, because once she too had suffered likewise.



Paul B. Miner

Bay State Names Paul B. Miner Vice President

WINONA, MINN.—Paul B. Miner was elected vice president in charge of sales by the board of directors of the Bay State Milling Co. at a meeting held in Boston recently.

Mr. Miner has been associated with the Bay State organization since 1930. He started as a resale salesman, later handled special assignments in various markets and for 15 years was sales representative in Indiana, Kentucky and western Ohio.

On June 1, 1953, Mr. Miner was appointed general sales manager.

Mr. Miner was graduated from the American Institute of Baking in 1923 and was associated with several large wholesale bakeries. He is a member of the Bakers Club of Chicago, the American Society of Bakery Engineers and the Winona Country Club.

Bay State operates mills at Winona, Minn. and Leavenworth, Kansas.

DIVIDEND DECLARED

MINNEAPOLIS — A dividend of \$2.25 a share on the outstanding preferred capital stock, payable Jan. 2, 1957, to stockholders of record on Dec. 14, was declared at the annual meeting of Russell-Miller Milling Co., Minneapolis.

Summary of Flour Quotations

November 30 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.20@6.40	6.10@6.20
Spring high gluten	...	6.55@6.65	7.27@7.42
Spring short	6.65	6.82@6.97
Spring standard	6.10@6.30	6.50	6.77@6.87
Spring straight	6.82
Spring first clear	5.85@6.10	5.72@5.96	...	6.35	6.41@6.49
Hard winter short	5.85@6.00	...	5.70@5.75	6.00	6.67@6.75
Hard winter standard	5.85	6.55@6.57
Hard winter first clear	5.05@5.30	5.20	6.25
Soft winter short patent	7.30@7.40	8.44@8.57
Soft winter standard	6.57@6.60	7.46@7.74
Soft winter straight	6.50@6.59
Soft winter first clear	5.69@5.70
Rye flour, white	...	4.99@5.00	...	5.69	5.94@5.99
Rye flour, dark	...	4.79@4.80	...	4.94	5.19@5.21
	New York	Phila.	Boston	Pittsburgh	*New Or.
Spring high gluten	7.29@7.39	7.45@7.55	7.32@7.42	7.25@7.35	6.90@7.10
Spring short	6.84@6.94	6.85@6.95	6.87@6.97	...	6.55@6.75
Spring standard	6.74@6.84	6.80@6.90	6.77@6.87	6.60@6.80	6.35@6.55
Spring first clear	6.40@6.60	6.60@6.75	6.42@6.62	...	5.85@6.15
Hard winter short	6.54@6.64	6.40@6.50	6.56@6.66	6.37@6.48	6.05@6.20
Hard winter standard	...	6.30@6.40	6.36@6.46	6.17@6.38	5.90@6.05
Hard winter first clear	5.30@5.55
Soft winter short patent	6.00@6.25
Soft winter straight	5.95@6.45	...	5.97@6.47	...	5.60@5.90
Soft winter first clear	5.00@5.45
Rye flour, white	5.70@5.85	5.80@5.90	...	5.64@5.75	...
Rye flour, dark	4.80@4.89	...

*100-lb. papers. †Bakery wheat flour in 100-lb. papers.

West Virginia Bakers To Have Campaign To Promote Slogan

CHARLESTON—Wholesale baker members of the West Virginia Bakers Assn. will conduct a special campaign to call attention to their slogan "Better Health Begins With Bread," starting Jan. 14.

Bakers will use millions of bread end labels carrying the slogan, bakery salesmen will wear badges heralding the phrase, and the slogan will be incorporated into various kinds of advertising media.

Edward R. Johnson, secretary of the association, said the campaign will be a part of the organization's consumer education service.

—BREAD IS THE STAFF OF LIFE—

Pillsbury Appoints Scranton Manager

MINNEAPOLIS—The appointment of Theodore J. Settanny as manager of the Scranton branch office of Pillsbury Mills, Inc., has been announced by Earl A. Clasen, manager of the grocery products division.

A native of Troy, N.Y., Mr. Settanny joined Pillsbury as a salesman in 1947. He was made a product manager the following year in the company's marketing department. He returned to sales work in 1949 and was appointed sales supervisor at Albany, N.Y., in 1951.

—BREAD IS THE STAFF OF LIFE—

J. L. Schutts to Be Russell-Miller District Manager

MINNEAPOLIS—J. Lewis Schutts has been named district manager in charge of American Beauty family and bakery flour sales in the Dallas, Texas, mill area, according to an announcement by W. R. Heegaard, vice president and general sales manager, Russell-Miller Milling Co., Minneapolis.

Mr. Schutts started in the milling business in 1928 while he was attending Texas Christian University at Ft. Worth. He recently resigned as sales manager of Burrus Mills, Inc.

Mr. Schutts is a member of the Civitan Club, Dallas, a member of the board of directors of the Texas Bakers Assn., a member of the National Allied Trades Assn. and a past president of the Dallas Bakers Club.

Stock Market

THE NEW YORK STOCK EXCHANGE
Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	Nov. 23, 1956	Nov. 30, 1956
Am. Bakeries	High 36	Low 30 30 1/2
Borden	64	56 1/2 57 1/2
Cont. Baking Co.	36 1/2	28 1/2 29 1/2
Pfd. \$5.50	106 1/2	100 102
Corn Pr. Ref. Co.	32 1/2	27 1/2 28 1/2
Pfd. \$7	180 1/2	151 151 1/2
Gen. Baking Co.	10 1/2	9 9 1/2
Gen. Foods Corp.	50 1/2	43 43 1/2
Gen. Mills, Inc.	71 1/2	61 63 1/2
Pfd. 5%	122 1/2	109 1/2 110
Merck & Co.	35	24 1/2 29 1/2
Pfd. \$4	116	102 105 1/2
Natl. Biscuit Co.	39 1/2	34 1/2 36 1/2
Pfd. \$7	170	150 151 1/2
Pillsbury M., Inc.	59 1/2	41 1/2 42 1/2
Pfd. \$4	103	89 90
Procter & Gamble	55	45 1/2 46 1/2
Quaker Oats Co.	35 1/2	31 33 1/2
Pfd. \$6	153	130 130 1/2
Std. Brands, Inc.	44 1/2	36 1/2 38 1/2
Pfd. \$3.50	91 1/2	77 1/2 80 1/2
Sunshine Bisc., Inc.	78	67 1/2 68 1/2
United Biscuit of America	32 1/2	26 26 1/2 26 1/2
Ward Baking Co.	17 1/2	13 1/2 14 1/2

Stocks not traded: Bid Asked
Merck & Co., \$3.50 Pfd. 78 83
Ward Baking Co., \$5.50 Pfd. 97 97 1/2

THE AMERICAN STOCK EXCHANGE
Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	Nov. 23, 1956	Nov. 30, 1956
Hurry Biscuit Corp.	High 6 1/2	Low 5 1/2 5 1/2
Gr. A&P Tea Co.	189	156 160 157
Hathaway Bk., Inc. "A"	5 1/2	3 1/2 4 1/2
Horn & Hardart Corp. of N. Y.	108 1/2	98 98
Pfd. \$5	137 1/2	113 1/2 118 1/2
Pfd. \$8	137 1/2	113 1/2 118 1/2
Gr. A&P Tea Co., \$5 Pfd.	128	129 1/2
Omar, Inc.	14 1/2	15
Wagner Baking Co.	4 1/2	4 1/2
Wagner Baking Co., Pfd.	104	106



Andrew R. Buccini

Andrew R. Buccini Joins Chicago Metallic

CHICAGO — Andrew R. Buccini has joined the Chicago Metallic Manufacturing Co. as manager of the sales engineering department. The announcement was made by Jerome H. Debs, president of Chicago Metallic, manufacturer of baking pans and aluminum foil containers. Mr. Buccini's background includes specialized study in sales engineering problems related to the baking industry. He is a graduate of the Massachusetts Institute of Technology and the American Institute of Baking. Previously, he was employed by the American Machine and Foundry Co. as sales engineer.



TO HEAD BAKERY SUPPLIERS—The four men pictured above were re-elected recently by the National Bakery Suppliers Assn. to head that organization for the coming year. The men are from the left: Eugene Holland, Richardson & Holland, Inc., Seattle, vice president; John Allen, J. W. Allen & Co., Chicago, secretary; Walter Rose, Chapman & Smith Co., Melrose Park, Ill., treasurer, and Alphonse Levy, Charles Dennery, Inc., New Orleans, president.

Alphonse Levy Reelected as Bakery Suppliers President

NEW ORLEANS—The National Bakery Suppliers Assn., meeting in New Orleans for its 39th annual convention, reelected Alphonse Levy, Charles Dennery, Inc., New Orleans, as president and John Allen, J. W. Allen & Co., Chicago, secretary. The group named Eugene Holland, Richardson & Holland, Inc., Seattle, as its new vice president and Walter Rose, Chapman & Smith Co., Melrose Park, Ill., as its new treasurer. Morgan Marshall, H. A. Johnson Co., Boston, was elected to the board of directors.

Speakers who addressed the group included C. F. Hodgins of the C. I. T. Corp., James Gutermuth of Alvey-Ferguson Co., and Sherman Massingham of Oliver Machinery Co. Subjects covered were late developments in bakery equipment and new principles of financing the sale of bakery equipment.

Paul V. Grambsch, dean of Tulane University, spoke on cost reduction with new principles of materials handling and forklift operations. Mr. Grambsch said that frequent review of materials-handling procedures are essential to the control of costs, and to avoid obsolete methods.

New Fats, Oils

Ralph Bohn, consultant for the Wesson Oil & Snowdrift Sales Co., outlined the distinguishing characteristics and baking uses of the many new types of edible fats and oils now available.

A New Orleans food broker, Robert I. Reisfeld, told those in attendance that bakery suppliers contribute to the efficient distribution of products used in the baking industry.

"There is no better method than yours for disseminating market information to your trade, for offering technical information and assistance, facilitating deliveries, offering sales helps and promotions, and for supplying many other invaluable services and physical functions," said Mr. Reisfeld.

Turning to the problem of baker suppliers who have lost accounts to other sources of supply, he said they must fight back. "You have to do a better service job and just outsell that man who took your customer. Basically, you are the logical supplier of your trade. The customer who shouldn't be buying direct has many problems, hasn't he? To name a few: Money, warehouse space, turnover, better use of working capital in sales and promotion versus tying it up in inventory to save a few cents. And there is the customer's need for technical assistance. You are the

man to supply the answers to these problems. A positive approach along these lines will regain for you practically all of those lost customers," said Mr. Reisfeld.

He emphasized that the manufacturer and his sales policies are the final word on whom a broker sells and whom he doesn't sell. "In every market there are certain direct accounts, whether they purchase through a broker or a direct salesman. This should be perfectly understood between the broker and the jobber supply house, for it is impossible to do business successfully with any account and then, in turn, to sell its customers. There are differences of opinion from market to market, and each must be handled individually.

Special Help

"Food brokers serve wholesale grocers in the bakery supply field and wholesalers who, in turn, are servicing the other institutional fields. Recognizing the importance of this phase of the brokerage business, the National Food Brokers Assn. last year inaugurated a special committee in this field. It is the NFBA Institutional and Industrial Sales Committee," said Mr. Reisfeld.

Referring to the food broker's service to the bakery supplier, Mr. Reisfeld said, "A broker must know the products to sell you, and he must know how to use them as ingredients. Why not make use of the broker's manpower? Let him help you merchandise the products, let him sell the promotional plans. Let the broker work for you.

"The broker is usually eager for the opportunity of attending your sales meeting to acquaint your salesman with his products. The broker is usually ready to spend some time calling on the trade with your salesmen. Yours is a serious business, and so is ours. We try to train our men with our policies and methods. We try to educate them in the products by experience and work in the plants. We try to make use of market information to our mutual advantage," concluded Mr. Reisfeld.

Plans to hold the 1957 annual meeting of the NBSA at the Edgewater Beach Hotel in Chicago were confirmed. The association also amended its constitution and by-laws, enabling it to cooperate more closely with allied associations in the baking industry when major conventions and exhibits are held at other times of the year. As a result, it is anticipated that the 1958 convention will be in New York City in connection with the Associated Retail Bakers of

America convention scheduled for New York the same spring.

The operating sections of NBSA elected as chairmen for next year William Wright, of Henry & Henry, Inc., Buffalo, manufacturing; John Rose, Kirkland & Rose, Ltd., Vancouver, B.C., distribution, and William Burbach, Philip Orth Co., Milwaukee, equipment.

—BREAD IS THE STAFF OF LIFE—

Russell-Miller Names New Broker For Dallas Area

MINNEAPOLIS — The Russell-Miller Milling Co. has announced that the Oliver-Taylor Co., Dallas food brokerage, has been appointed to represent "American Beauty" family flour and corn meal in Dallas and the rest of its territory.

"We will continue our own sales organization in the Rio Grande Valley and in other parts of Texas, while Oliver-Taylor will increase our sales power in its area," declared W. R. Heegaard, Russell-Miller vice president and general sales manager, Minneapolis.

Zene Havstad, at one time a Russell-Miller sales manager and, more recently, located in Minneapolis heading marketing and statistical analysis for Russell-Miller, is now associated with Oliver-Taylor Co.

—BREAD IS THE STAFF OF LIFE—

H. O. Davis Joins Consolidated Staff

WICHITA — The Consolidated Flour Mills Co. has announced the appointment of H. O. Davis as assistant sales manager of the company. Mr. Davis has been active in the southwestern flour trade in previous years. He had worked with the Consolidated company prior to World War II at which time he resigned to accept the position of state director of the Office of Price Administration in Kansas. Mr. Davis' new duties will include the sales of mill-feed, clears and some mixed car trade in the territory surrounding Wichita.

Bakery Package Standardization Program Progresses

Emphasis on two simplification and standardization projects, (1) standardization by each baker to a single family package design and (2) standardization of package sizes, were two of the highlights of a recent meeting of the Inter-Industry Bakery Package Committee in Chicago.

The idea of each bakery having a single family design for its full line of bakery packages was emphasized by Martin Eisenstaedt, general manager of American Stores, Inc., bakeries, who has recently reduced from approximately 30 different bakery package designs to one standard family design with very excellent results. The Barbara Ann Baking Co. of Los Angeles and also Interstate Bakeries Corp. with headquarters in Kansas City, have followed similar procedures with excellent results.

It was reported by the executive secretary, Merrill Maughan, that three years ago at the first meeting of the committee, one manufacturer of packages stated that his company made exactly 732 different sizes of packages the previous year. Now they are down to approximately 25.

In addition to these two features, Marie Kiefer, head of 63,000 grocers in America under the name of National Association of Retail Grocers, made a plea for adoption of a uniform location of a white spot for price marking. Mrs. Kiefer was not in a position at the moment to recommend a specific location, but said studies were underway at the present time and specific recommendations would be made at the meeting of the Inter-Industry Food Packaging Committee.

Another feature of this Inter-Industry Bakery Package Meeting was the awarding by George Graf, Quality Bakers of America Cooperative, Inc., New York, chairman, of the "Merchandising Statesman" plaque to M. G. Rhodes, vice president of the Fleischmann Division of Standard Brands, Inc., New York. The plaque was signed by the members of the committee.



WINS PACKAGE GROUP AWARD—M. G. Rhodes, Standard Brands, Inc., New York, is shown at the left above as he received the "Merchandising Statesman" award of the Inter-Industry Bakery Package Committee. George Graf, general manager of the Quality Bakers of America Cooperative, Inc., New York, right, acted as master of ceremonies at the packaging group's luncheon during the American Bakers Assn. meeting in Chicago.

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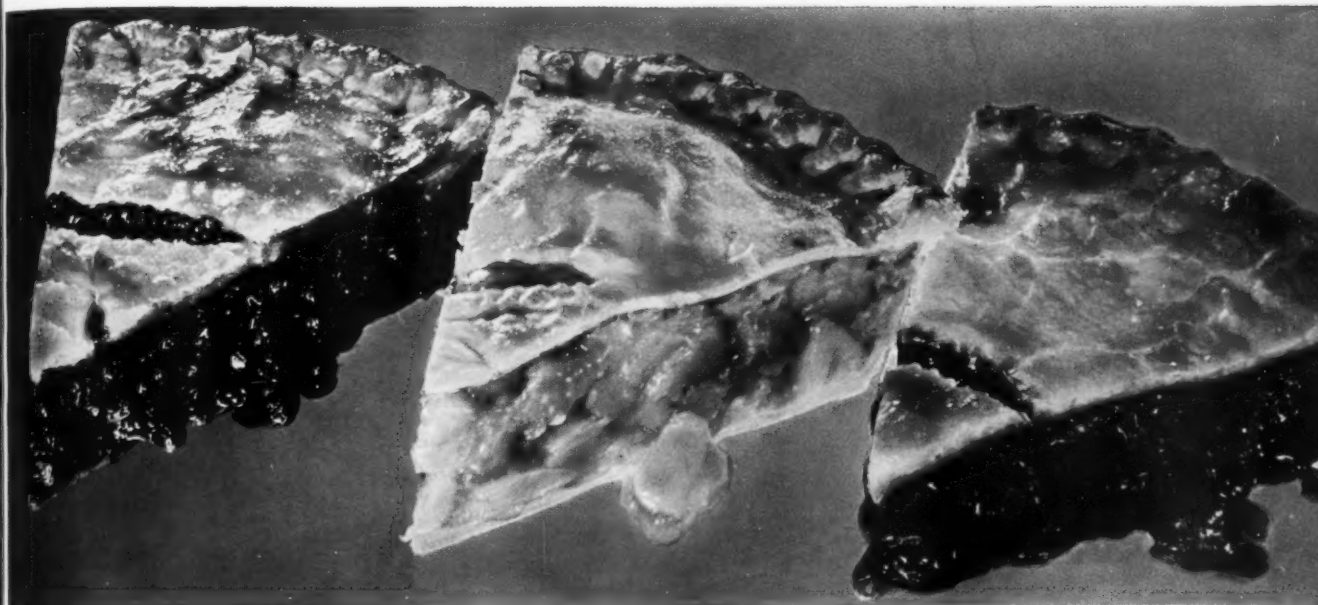
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Fleischmann's frozen fruits



give you better pie everytime

THE specifications for the fine baking qualities in all Fleischmann's Frozen Fruits were established in The Fleischmann Laboratories. They must come from sections of the country where climate and soil combine to produce the finest fruits. They're picked at the right degree of ripeness and carefully inspected to assure

solid, full-bodied fruits—just right for all your baking needs!

Fleischmann Freezes FLAVOR!

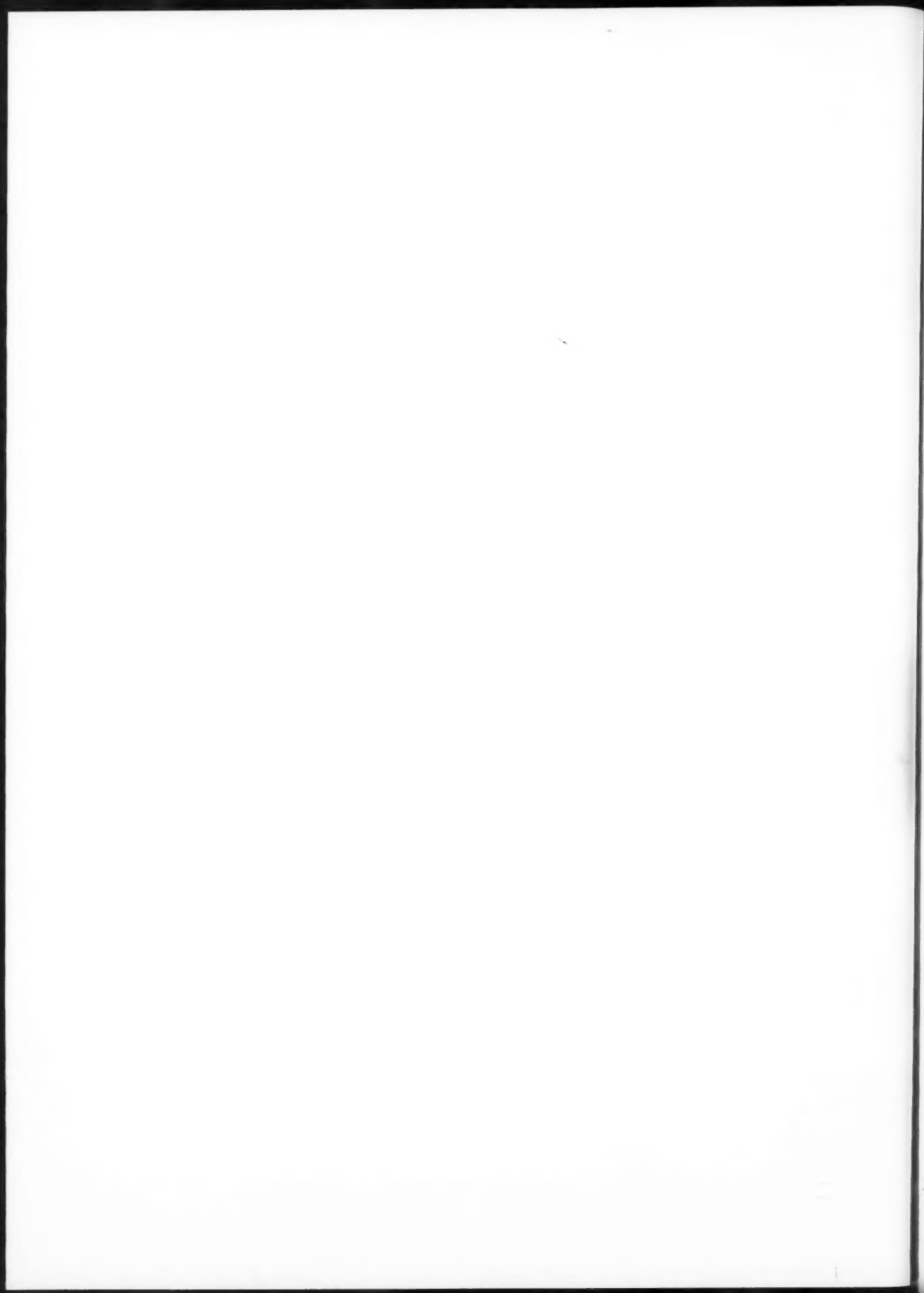
Then the natural flavor and appearance of these choice fruits is preserved by quick-freezing . . . for the appetite appeal that means satisfied customers and repeat business.



Consult your Fleischmann man about additional benefits you can get—in Merchandising aid and Production help

FLEISCHMANN is First

... In Frozen Fruits for Bakery Needs





AUTOMATIC SUPERMARKET—These vending machines are part of a new round-the-clock experimental outdoor vending installation set into the store front of the Grand Union Co. headquarters supermarket at East Paterson, N.J. By patronizing these machines, housewives there can get bread and other grocery staples at any hour of the day or night, and on Sundays and holidays.

Automatic Vending Machines Put Store on Round-the-Clock Basis

EAST PATERSON, N.J.—A unique battery of automatic food vending machines set into the store front of the Grand Union Co. headquarters store enables housewives in East Paterson to buy bread and other grocery staples at any hour of the night or day, and on Sundays and holidays.

These machines are an experimental venture in a Grand Union supermarket, which was completely redesigned and rebuilt after a fire.

The eight machines in the battery are designed to keep foods under perfect refrigeration at all times, and to dispense them at the drop of the required coins. They include a new bread machine which holds 48 loaves of bread on moving belts and is fully automatic in operation.

Other machines in the battery dispense eggs, cold cuts, milk and a variety of products including butter and cheese, meats and fish, coffee and tea and canned goods. The store's outer wall is constructed so that the machines fit into an alcove, which protects them from weather, and are flush with the store's windows.

Robert Z. Greene, president of the Rowe Manufacturing Co., Whippany, N.J., which developed four of the machines used in the store, including the bread vendor, said the installation, while still on a test basis, "marks a major step forward in the field of automatic merchandising and, if successful, should have an important impact not only in the food industry but also in other forms of retail distribution, where many sales go by the board because it is uneconomical to keep stores open at night."

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CORN MEAL**
NAPPANEE MILLING CO.
NAPPANEE, IND.

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Stay at the new
SHERMAN
CHICAGO
CHICAGO'S ONLY
"LOOP" HOTEL WITH
DRIVE-IN GARAGE
CHICAGO

1501 Newly Decorated Rooms.

Just a step from the
State Street Shopping district,
the La Salle Street financial
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principal theaters.

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CHICAGO'S MOST CONVENIENT HOTEL
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**THE BEARDSTOWN MILLS
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BEARDSTOWN, ILLINOIS

Wisconsin Rye Flour

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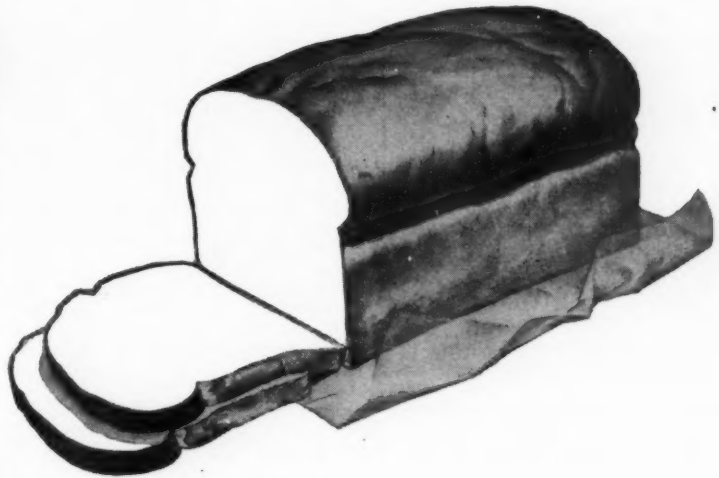
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High Protein Flour

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Morris, Minn.

Masterpiece of baking
uniformity because flour uniformity is
pre-tested by Flour Mills of America!



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Uniformity

the priceless quality in flour

yours always with . . .

Acme-Evans Flours

ANGELITE—cake flour

COOKIE KING—cookie and dough-up flour

CRACKER KING—cracker sponge flour

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IMPORTANT MILLING NEWS

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SPECIALISTS IN FLOUR MATURING,
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Baking Course
Sponsored by
Jersey Group

WOODBIDGE, N.J. — A one-year course in baking for high school graduates is being established at the Middlesex County Vocational & Technical High School, Woodbridge, N.J. Cy Sommers, former owner and operator of the Montclair Bakery, Montclair, N.J., will instruct.

The course is the outcome of several years of cooperative planning by the North Central Jersey Association of Bakery Owners and school authorities. One of its primary purposes will be to relieve the shortage of labor in small and medium-sized bakeries by providing young people with a worthwhile trade.

Careful planning has gone into the preparation of the course, including efforts to bring parents of prospective students up to date about the baking industry.

Circulars are being distributed in the bake shops telling parents about present-day opportunity in the baking industry. Local newspapers and radio stations are being asked to cooperate with the publicity.

Parents are to be told how much of the strenuous work has been moved to the factories, where it has been mechanized and simplified. And they will be reminded that in the smaller bake shop, craftsmanship still flourishes, and often leads to ownership.

These are the aims of the course: 1. To help the student acquire the specific skills which will give him a sufficient foundation to be employed in a bakery upon graduation. 2. To establish understanding and an appreciation of baking as a profitable, applied science. 3. To instill in the student a pride of craftsmanship which will help him to the realization and self respect necessary to take a worthwhile place in a democracy.

Persons interested should contact Mr. Sommers, Middlesex County Vocational and Technical High School, Woodbridge, N.J.

—BREAD IS THE STAFF OF LIFE—

Arnold Hopes to Build
Model Bakery in Rye

NEW YORK—Arnold Bakers, Inc., of Port Chester, has announced plans to ask the city of Rye for permission to build an office and model bakery on 14 acres about one mile from the present plant in Port Chester.

Such a move is necessary to bring together at one point on a railroad spur all of the Arnold Bakers operations, explained Paul Dean Arnold, president.

Tentative plans would include development of a park which the company would maintain. Mr. Arnold estimated that two to three years would be needed to make the change-over of production from Port Chester to the proposed Rye plant, presuming the company is authorized to build in Rye.

The plans also call for a bakery operation based upon the use of fumeless natural gas to confine baking fragrances to the premises. Mr. Arnold estimated the cost of the proposed move to Rye at several million dollars.

—BREAD IS THE STAFF OF LIFE—

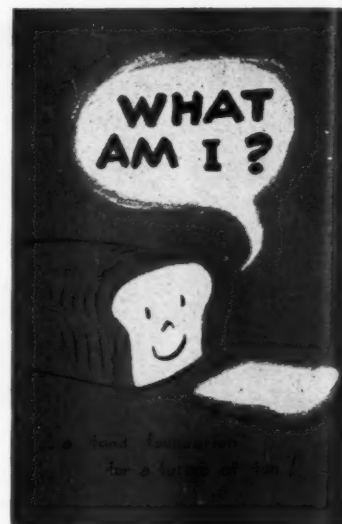
Cleanliness Stressed
For Production Club

MINNEAPOLIS—Insect and rodent control and the importance of bakery cleanliness were discussed by Miss Lois Cole of the Quality Bakers of America, at the recent fall meeting of the Northwestern Production Men's Club in Minneapolis. Miss Cole's talk was titled "How Is Your Housekeeping?" A question and answer period followed, with Marv Swanson of Red Star Yeast & Products Co., St. Paul, as moderator and Miss Cole answering the questions.

Dr. Henry J. Hoffman, chief chemist, chemical laboratory of the State Department of Agriculture, spoke briefly and complimented the baking industry for its progress in keeping its plants clean and healthful. Dr. Hoffman also told the group of activity by his department to assist bakers.

The meeting included introduction of new officers by President John F. Schuster, Emrich Baking Co., Minneapolis. Out-of-town members were then introduced.

A moment of silence was observed in memory of the late Ralph Herman, General Mills, Inc. There were 84 persons in attendance.



BREAD BOOKLET—Clever, planned humor which even children can appreciate is featured throughout the bread booklet. The cover makes use of an old but very effective method of exciting childish curiosity, the guessing game. And the reader is on his way inside to get the message.

Booklet About
Bread Aimed at
Young Eaters

CHICAGO—A new and different type of booklet about bread has been published by the Bakers of America Program of the American Bakers Assn. The booklet is offered exclusively to Program subscribers, and its message, in lively cartoon style, is aimed at youngsters from 12 to 16.

The booklet is written in a free-hand style, making use of the wisecracking language of teenagers. It is witty and clever, and should appeal to adults as well.

Rough drafts of the booklet were shown to children younger than 12, and it proved entertaining and capable of imparting a message about bread, and its nutritional values.

The booklet was discussed with persons who purchase literature for school distribution, and received a favorable reaction as being entertaining and acceptable for distribution to students.

The publishers explain that the booklet is not intended for use as a textbook or as nutritional education material, such as the consumer service literature. But, they say, it should find acceptance for direct distribution to students.

Subscribers to the Bakers of America Program are advised to offer the booklet to teachers as a "take home" piece for students. They are advised, also, to provide Parent-Teacher Assn. members with copies.

The booklet is considered excellent for direct distribution by home-delivery bakers, or as a counter piece in retail bakeries. It provides space at the bottom of the last page for imprint of the baker's name or other pertinent information. In most cases, say the compilers, it will be less expensive for individual subscribers to have their own printers do the imprinting than to request it done by ABA printers.

Sample copies have been mailed to subscribers, along with order blanks. Price of the booklets is \$3.10 for 100 copies.

Exceptional Bakery Flours
NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,700 Cwts. Daily

Grain Storage 2,250,000 Bus.

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

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WATERTOWN, WISCONSIN

109 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:

HUMMER—Spring Hi-Gluten
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BEST PATENT—Standard Spring Patent
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STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO, N. Y.



THE largest and most modern flour mill
and elevators on the Pacific Coast with
storage capacity at our mills of 2,500,000 bush-
els, together with more than one hundred elevators
and warehouses in the choicest milling wheat sections of Montana,
Idaho and Washington, insure the uniformity of all Fisher's Flours.

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**Good Bread is the product of
perfect fermentation**

ANHEUSER-BUSCH, INC.
Bakery Products Division, St. Louis

Formulas for Profit

Tasty Cakes for Happy Holidays

APPLE FLUFF CAKES

Cream together:

3 lb. brown sugar
1 lb. 4 oz. shortening
¾ oz. soda
1 oz. salt
¼ oz. cinnamon
½ oz. allspice
½ oz. nutmeg

Add alternately and mix until smooth:

2 lb. 12 oz. cake flour
2 lb. buttermilk

Add gradually:

1 lb. 4 oz. whole eggs

Add and mix in:

1 lb. 8 oz. chopped fresh apples or canned apples (unsweetened)
Juice and rind of one lemon
Deposit into layer and loaf cake pans of desired size. Bake at about 350 to 360° F. When baked and cooled, cover with the following icing:

Caramel Icing

Cook to 228° F.:

2 lb. whole milk
5 oz. butter
4 lb. granulated sugar
8 oz. corn syrup

Remove from the fire and add:

1 lb. 8 oz. caramel syrup

Allow to cool. Then add and mix until smooth:

4 lb. powdered sugar
4 oz. butter

Caramel Syrup

Cook to 325° F.:

5 lb. granulated sugar
1 lb. corn syrup or invert syrup
1 qt. water

Then add gradually, stirring constantly:

2 qt. whole milk

Allow to cook back up to 220° F.

Remove from the fire and add:

8 oz. butter

PEANUT BUTTER DE LUXE LAYERS

Cream together:

4 lb. brown sugar
10 oz. shortening
8 oz. butter
12 oz. peanut butter
1 oz. salt

Add gradually:

1 lb. 4 oz. whole eggs

Sieve together:

4 lb. cake flour
1½ oz. baking powder

Add this alternately with:

3 lb. 4 oz. milk

Mix until smooth. Deposit into pans of desired size and bake at 360° F. When baked and cool, ice with the following icing:

Peanut Butter Icing

Mix together:

5 lb. powdered sugar
4 oz. glucose
¼ oz. salt
Vanilla to suit

Add:

1 pt. lukewarm water

Mix in:

8 oz. melted bitter chocolate

Then stir in:

1 lb. peanut butter
4 oz. melted butter

If a fluffier icing is desired, add 1 lb. shortening and beat until light. This icing may be thinned if necessary with simple or invert syrup.

PINEAPPLE LAYER CAKES

Cream light:

2 lb. 4 oz. granulated sugar
1 lb. shortening
¾ oz. soda
¾ oz. salt

Add gradually:

1 lb. whole eggs

Sieve together:

3 lb. cake flour
1 oz. cream of tartar

Add this alternately with:

12 oz. milk

Then mix in:

1 qt. crushed pineapple

Deposit in pans at once and bake at about 375° F. After the cakes are cooled place a layer of pineapple filling between two layers and ice with the following icing:

Pineapple Cream Icing

Mix together:

6 lb. fondant
4 lb. 8 oz. powdered sugar
2 lb. crushed pineapple (drained)

Add:

1 lb. 4 oz. shortening
12 oz. butter

Then add gradually:

6 oz. egg yolks

Cream until light. If a fluffier icing is desired add marshmallow to suit.

SPICE CAKES

Mix together for about 3 min.:

3 lb. cake flour
1 lb. 8 oz. emulsifying shortening
12 oz. butter



Sift together and add:

6 lb. granulated sugar
2 lb. cake flour
3 oz. salt
½ oz. soda
2½ oz. baking powder
2 oz. cinnamon
½ oz. ginger
½ oz. allspice
¼ oz. nutmeg

Then add and mix for about 3 min.:

2 lb. 12 oz. milk

Then add and mix in for about 3 min.:

2 lb. 8 oz. whole eggs

Then add and mix in for 3 min. more:

1 lb. 8 oz. molasses
2 lb. 4 oz. milk

Note: Scrape down the bowl and mixing arm several times during the mixing procedure. Deposit into layer cake pans of desired size and bake at about 375 to 385° F. When baked and cooled, cover the cakes with the following icing:

HONEY COCONUT CAKES

Mix together for about 4 min.:

2 lb. 8 oz. cake flour
1 lb. 4 oz. emulsifying type shortening

Add and mix for about 3 min.:

1 lb. 4 oz. brown sugar
1 lb. 2 oz. granulated sugar
1½ oz. salt
1 lb. honey
1 lb. liquid milk
2½ oz. baking powder

Mix together and add in two stages:

1 lb. 8 oz. whole eggs
1 lb. 8 oz. liquid milk
Vanilla to suit

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period to obtain a smooth batter.

Deposit into pans of desired size and bake at 370° F.

After cakes are baked and cool, ice them with the following:

Bolled Icing

Bolled to 240° F.:

5 lb. granulated sugar
1 lb. honey
¾ pt. water

When the syrup has reached the desired temperature, pour it slowly into:

20 oz. egg whites
½ oz. salt

½ oz. cream of tartar, these having been beaten stiff

Continue beating until the icing is stiff and then add the juice and grated rind of:

3 lemons

Then stir in:

8 oz. powdered sugar that has been well sifted.

Ice cakes immediately and sprinkle the tops with macaroon coconut. Long thread coconut may be used.

This cake batter is suitable for layers, sheets, loaves and cupcakes.

Bolled Icing

Bolled to 240° F.:

5 lb. granulated sugar
1 lb. corn syrup
12 oz. water

When the syrup has reached the desired temperature pour it slowly into:

20 oz. egg whites
½ oz. salt

½ oz. cream of tartar which has been beaten stiff

Continue beating until the icing is stiff and then add:

8 oz. powdered sugar (sifted)
Vanilla to suit

Ice the cakes immediately. As soon as the cakes are iced, dust a little cinnamon over the tops.

Win Customers With Tasty Cakes

There is no doubt in any baker's mind that competition in the cake market is tougher than ever. The manufacturers of prepared cake mixes are doing an outstanding merchandising job selling their products. Their sales are increasing right along. Meeting this competition is one of the problems that bakers must face.

The variety in prepared cake mixes is rather limited. This is one fact that the baker cannot overlook. Here is where he can meet this competition, and even beat it. By making a variety of cakes that Mrs. Housewife cannot buy in prepared form he is ideally situated to meet the demand for cakes that are different. However, he must be willing to devote time and effort to producing a variety of cakes that have sales appeal.

The day of easy production is past. The baker must realize this. Merchandising must be stressed more and more. Personal contact with customers coming into the bakery enables the baker to tell the public that he has a variety of cakes for sale, that will, in most instances, meet the demand for something that is out of the regular cake line.

Manufacturers of various ingredients have enormous amounts of advertising material available that the baker can obtain without cost. These manufacturers realize that if they are to stay in business, cooperation with the baker in selling his merchandise is of the utmost importance to them. Using this material is another step in meeting competition.

It is necessary that the baker spend some money for attractive window displays. This is money well spent as can be readily proved by the excellent displays of large department stores.

The baker who makes quality products of an unusual variety, and who does a selling job does not have to fear competition. His place in the community is assured. He must also see to it that he does not price himself out of the market. This means that he must know his costs at all times. Any procedure that will help to lower his costs must be taken into account if competition is going to be met or decreased.

POTATO LAYER CAKES

Cream together for about 4 min.:
 3 lb. brown sugar
 3 lb. granulated sugar
 3 lb. 8 oz. shortening (emulsifying)
 2 oz. salt
 2 oz. soda
 10 oz. potato flour
 Vanilla to suit

Add gradually and mix for about 4 min.:
 2 lb. 8 oz. whole eggs

Sift together:
 4 lb. cake flour
 1 lb. cocoa

Add this alternately with:
 4 lb. buttermilk

Then add and mix until smooth:
 1 lb. 8 oz. hot water (about 150° F.)

Total mixing time, 12 min. Scale into pans of desired size and bake at about 375° F. When baked and cool, ice the cakes with the following icing:

Boiled Icing

Boll to 240° F.:

5 lb. granulated sugar
 1 lb. corn syrup
 1 lb. water

Beat until stiff:

1 lb. 4 oz. egg whites
 $\frac{1}{2}$ oz. salt
 $\frac{1}{2}$ oz. cream of tartar

When the syrup has reached the desired temperature add it gradually to the beaten whites and continue beating until the icing is stiff.

Then mix in:

8 oz. powdered sugar
 Vanilla to suit
 Ice the cakes immediately.

WALNUT HONEY CAKES

Cream together:

1 lb. 12 oz. granulated sugar
 1 lb. 2 oz. shortening
 $\frac{1}{2}$ oz. salt
 12 oz. honey

Stir in gradually:

12 oz. egg whites

Mix together and add alternately with flour:

2 lb. 4 oz. milk
 6 oz. granulated sugar
 Vanilla to suit.

Sift together and mix until smooth:

2 lb. 8 oz. cake flour
 2 oz. baking powder

Stir in:

1 lb. 4 oz. chopped walnuts

Bake at about 360° F.

After the layers are baked and cool, ice them with the following icing:

Walnut Cream Icing

Mix together:

1 lb. 8 oz. shortening
 1 lb. butter
 $\frac{1}{2}$ oz. salt
 12 oz. milk solids (non-fat)

Add gradually:

2 lb. water

Then add and beat until light:

10 lb. powdered sugar
 Vanilla to suit

Then stir in:

1 lb. 8 oz. finely ground walnuts

ORANGE CHOCOLATE LAYERS

Cream together for about 4 min. at slow speed:

6 lb. 12 oz. granulated sugar
 2 lb. 12 oz. shortening
 $2\frac{1}{2}$ oz. salt
 1 lb. 8 oz. ground raisins

Add and mix for 2 min.:

2 lb. milk

Add and mix in until smooth:

5 lb. cake flour
 4 oz. baking powder

Then add and mix at medium speed 3 min.:

3 lb. 8 oz. whole eggs

Stir in until smooth:

2 lb. 8 oz. milk

Mix in:

1 lb. bitter chocolate (melted)

Add and mix in until well incorporated:

1 lb. 8 oz. ground oranges

Deposit into layer cake pans of desired size and bake at about 360 to 370° F. After baking and when cool, ice the cakes with the following icing:

Orange Chocolate Icing

Mix together:

5 lb. powdered sugar
 4 oz. corn syrup
 $\frac{1}{2}$ oz. salt

Add:

8 oz. orange juice
 8 oz. warm water

Mix in:

12 oz. bitter chocolate (melted)

Stir in:

4 oz. melted butter

Then mix in:

8 oz. shortening (not melted)

CHOCOLATE MALTED MILK CAKES

Cream together for about 5 min.:

2 lb. cake flour
 1 lb. 4 oz. shortening (emulsifying type)

14 oz. melted bitter chocolate

Mix together and add:

3 lb. 8 oz. granulated sugar
 12 oz. cake flour
 $1\frac{1}{2}$ oz. salt

$\frac{1}{2}$ oz. soda

$1\frac{1}{2}$ oz. baking powder

1 lb. 8 oz. malted milk mixture

Mix this for about 5 min.

Mix together and add in two portions:

1 lb. 8 oz. whole eggs
 3 lb. malted milk mixture
 Vanilla to suit

Mix this for about 5 min.

Note: Be sure to scrape down the bowl and mixing arm several times during the mixing period.

Deposit into pans of desired size and bake at about 350 to 360° F.

Malted Milk Mixture

Mix together:

8 oz. malted milk powder
 10 oz. milk solids (non-fat)
 3 lb. 8 oz. water



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 45) and the Do You Know feature (see page 32), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

When the cakes are cooled ice them with the following icing:

Chocolate Icing

Mix together:

5 lb. powdered sugar
 4 oz. corn syrup
 $\frac{1}{2}$ oz. salt
 Vanilla to suit

Add:

1 pt. lukewarm water

Stir in:

12 oz. melted chocolate

Then stir in:

4 oz. melted butter

Note: If this icing is too soft, stir in about 6 oz. shortening, not melted.

DATE LAYER CAKES

Cream together:

3 lb. brown sugar
 1 lb. 12 oz. shortening
 1 oz. salt
 1 oz. cinnamon
 $\frac{1}{2}$ oz. soda
 Lemon extract to suit

Add gradually:

1 lb. 8 oz. whole eggs

Add alternately with the flour:

2 lb. milk

Sift together:

3 lb. 8 oz. cake flour
 1 oz. cream of tartar

Then add:

2 lb. 8 oz. chopped dates
 6 oz. chopped walnuts

Deposit into pans of desired size and bake at about 360 to 370° F.

When baked and cooled, ice the cakes with the following icing:

Butter Cream Icing

Place in a mixing bowl:

1 lb. whole eggs

Add slowly while mixing:

5 lb. powdered sugar

When well incorporated, add and beat to the desired consistency for icing:

2 lb. butter

2 lb. shortening

$\frac{1}{2}$ oz. salt (variable)

Vanilla to suit

After the cakes are iced, place a few whole dates on top or sprinkle some chopped dates and walnut pieces on top.

For the filling, take some of the above icing and add date jam as desired. Thin down the filling, if necessary, with a little condensed milk or simple syrup. Beat until the filling is fluffy.

Date Jam

Cook until thick:

3 lb. ground pitted dates

1 lb. 8 oz. brown sugar

1 lb. 12 oz. water

$\frac{1}{2}$ oz. salt

$\frac{1}{2}$ oz. cinnamon

$1\frac{1}{2}$ oz. starch (store in a refrigerator)

Lemon extract to suit

CALIFORNIA PRUNE CAKES

Cream together:

2 lb. brown sugar
 1 lb. 4 oz. granulated sugar
 8 oz. butter

12 oz. shortening

1 oz. salt

$\frac{1}{2}$ oz. cinnamon

Add gradually:

1 lb. 8 oz. whole eggs

Mix together and add:

$\frac{1}{2}$ oz. soda

8 oz. water

Stir in:

2 lb. chopped pitted prunes

Mix in:

2 lb. 4 oz. buttermilk

Sieve together, add and mix in until smooth:

2 lb. 12 oz. cake flour

$\frac{1}{2}$ oz. baking powder

Deposit in pans of desired size and bake at about 360° F.

Note: Soak prunes 2 or 3 hours before cutting with a sharp knife into pieces of desired size. After the cakes are baked and cooled ice with the following icing:

Boiled Icing

Boll to 240° F.:

5 lb. granulated sugar

1 lb. corn syrup

1 lb. 4 oz. water

When the desired temperature is reached pour slowly into the following beaten mass:

1 lb. 8 oz. egg whites

$\frac{1}{2}$ oz. salt

$\frac{1}{2}$ oz. cream of tartar

Continue beating until the icing is stiff. Then mix in 8 oz. powdered sugar and vanilla to suit.

(Continued on page 24)



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as We Are of Ours, for

**"Bread is the
Staff of Life"**



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Tri-State Bakers Plan Program for Jan. 27-29 Meeting

NEW ORLEANS — Plans for an informative and enjoyable program for the Tri-State Bakers Assn. convention are rapidly developing, according to Charles Maggio, Tasty Baking Co., Baton Rouge, La., president. The 23rd annual assembly is set for Jan. 27-29, 1957, with headquarters at the Jung Hotel, New Orleans.

Mr. Maggio disclosed that J. Roy Smith, Smith's Bakery, Inc., Mobile, Ala., past president of the American Bakers Assn., and program speakers' committee chairman, had already booked three outstanding speakers for the general business sessions to be held Jan. 28-29. These are Dr. Norman Jolliffe, director, Bureau of Nutrition, New York City Department of Health, prominent in medical circles; Miss Alice Dowling, New York City, well-informed on retail bakery affairs, and Mrs. Ellen Semrow of the consumer service department of the American Institute of Baking, Chicago.

Dr. Jolliffe was honored last month at the ABA convention for his role in the bread enrichment program. Miss Dowling's address will be of keen interest to retail bakery operators. Mrs. Semrow has conducted important educational work in the nutrition field among consumer groups.

The convention program as heretofore, will consist of two general sessions, both in the forenoon, offering discussion subjects of interest to both wholesalers and retailers. The sessions will be held in the Jung, with the meeting room arranged in unique night club style. Coffee will be served to the delegates attending during the sessions.

Advance registration for the convention will get under way early in November. Allied men are being requested to help in registering delegates in advance. Top prizes are again being offered to those obtaining the largest number of advance registrations for the convention.

Arrangements are under way to further enliven the closing night banquet, and for this purpose, President Maggio has appointed Mrs. Leona Weill, wife of George Weill of Chas. Dennery, Inc., to devise special fea-

tures for guest participation. A committee to handle ladies' entertainment will be formed shortly, Mr. Maggio said, and other convention committee chairmen and members will be designated.

The president's cocktail party and reception has again been scheduled for the evening of the opening day, Sunday, Jan. 27, from 5 to 7 p.m., on the mezzanine of the Jung Hotel.

On Tuesday afternoon, Tri-State will offer an afternoon at the famous Fair Grounds for the delegates and their wives. One of the races will be a bakers' handicap.

The big allied party with sports and entertainment features, plus a buffet supper and dancing, is scheduled for Monday afternoon and evening, under direction of Robert L. Simon of the Marathon Corp., Dallas, who is president of the Tri-State Allied Assn. This will be held at the Lakewood Country Club. Bakers and their wives will be guests of the allied men.

Other officers of the Tri-State Bakers Assn., besides Mr. Maggio, are from Boustany, Huval Baking Co., Lafayette, La., board chairman; Tom Stevens, Home Baking Co., Birmingham, Ala., vice president for Alabama; Melvin C. Hebert, Calcasieu Baking Co., Lake Charles, La., vice president for Louisiana; John Pollman, Smith's Bakery, Inc., Meridian, Miss., vice president for Mississippi; Sidney Baudier, Jr., the Dough Boy, Inc., New Orleans, secretary-treasurer.

Retail Division—N. F. DeSalvo, DeSalvo's Bakery, Harvey, La., president; Robert Engelhardt, Free-Hart Bakery, Columbus, Miss., chairman of the board; Fred Pollman, Pollman's Bake Shop, Mobile, vice president for Alabama, and Louis Schweizer, Blue Ribbon Bakery, Inc., Hattiesburg, Miss., vice president for Mississippi.

—BREAD IS THE STAFF OF LIFE—

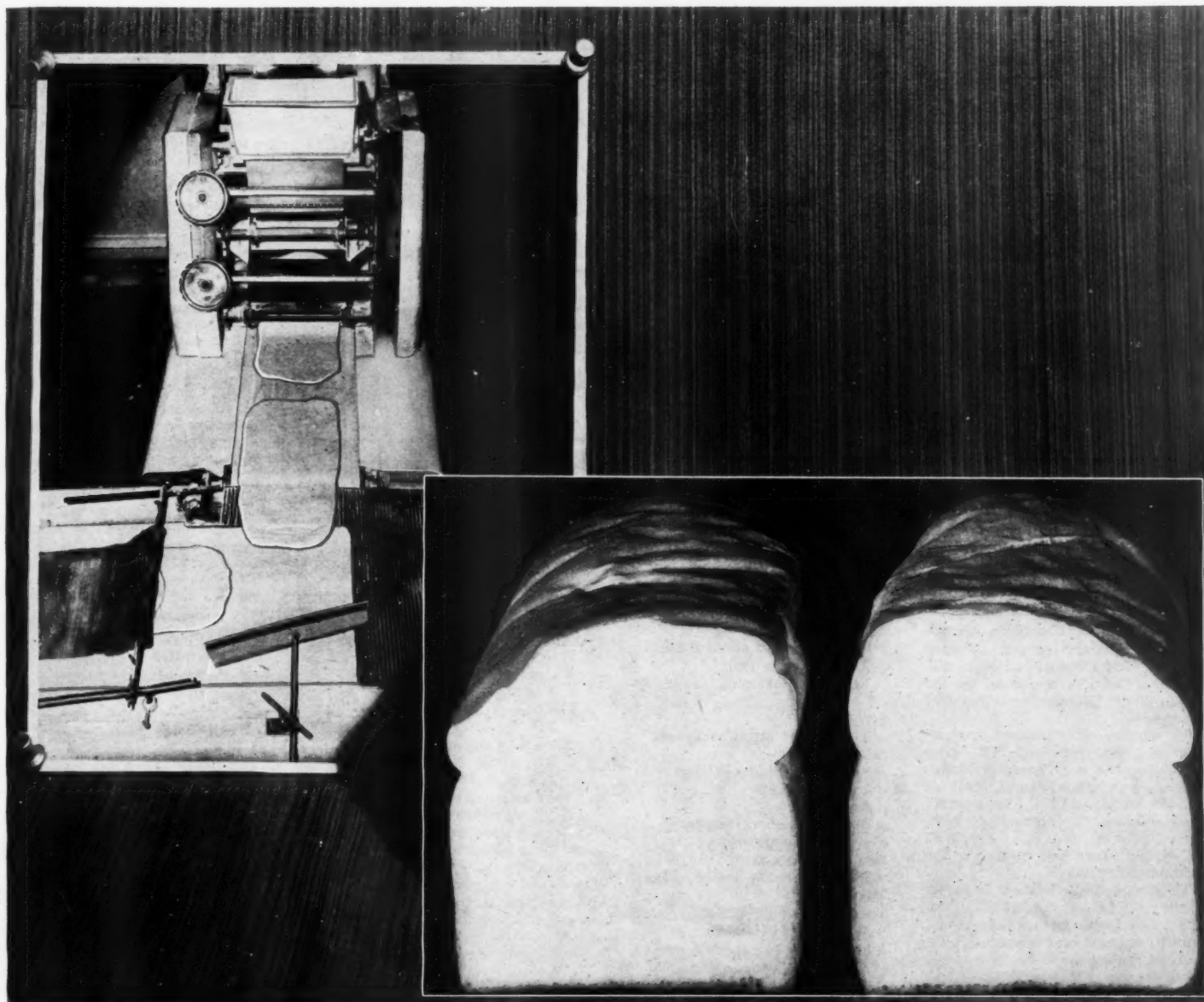
TO BUILD BAKERY

GREENVILLE, S.C.—According to J. P. Williamson, vice president and manager of the Carolinas division, Winn-Dixie Stores, Inc., construction has been started in Greenville on a new, modern bakery to serve 172 stores in the North and South Carolina division. The bakery is being erected at the rear of the Winn-Dixie warehouse on Wade Hampton Blvd., and will occupy 40,000 sq. ft. of space.



GOLFER—Second Lt. Roy R. Peters, Jr., is congratulated by Gen. I. D. White, commanding general eighth army, and Mrs. White after being runner up in the eighth army golf tournament held at the Hadogaya country club near Yokohama, Japan. Lt. Peters is the son of Mr. and Mrs. Roy R. Peters Lakeland, Fla. His father is chairman of the board of the Southern Baker Assn. and general manager of the Butter-Krust Bakeries, Inc., Lakeland.

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Good Sheeting = Good Texture Good Texture = Increased Sales



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Bay State MILLING COMPANY

GENERAL OFFICES: WINONA, MINNESOTA

LEAVENWORTH, KANSAS

Table 1.—SELECTED GENERAL STATISTICS FOR THE BAKERY PRODUCTS INDUSTRIES, FOR THE UNITED STATES: 1954 AND EARLIER YEARS

Industry and census year	Establishments, number	All employees		Production workers		Value added by manufacture ² (\$1,000)	Cost of materials, etc. (\$1,000)	Value of shipments ³ (\$1,000)
		Number ¹	Payroll (\$1,000)	Number ¹	Wages (\$1,000)			
Bread and other bakery products, including single-shop retail bakeries with baking on the premises (S.I.C. 2051, 5462):								
1954 ⁴	18,714	2319,777	1,131,946	(NA)	(NA)	(NA)	(NA)	3,711,299
1947.....	17,901	282,983	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
1939.....	18,043	247,591	330,666	201,533	262,002	643,597	567,427	1,211,024
1937.....	16,874	231,258	304,309	210,597	265,354	588,598	629,267	1,217,865
1935.....	18,720	207,771	255,763	189,182	222,645	471,736	580,728	1,052,464
1933.....	14,483	169,378	195,446	155,229	174,423	399,340	370,992	770,332
1931.....	17,364	(NA)	(NA)	154,764	212,353	543,373	436,531	979,904
1929.....	20,410	183,926	279,770	166,970	240,354	621,622	629,999	1,251,621
1927.....	17,909	154,245	239,846	139,013	202,197	560,406	585,304	1,145,710
1925.....	17,490	142,235	216,008	128,034	187,660	462,920	560,748	1,023,668
1923.....	18,572	142,269	213,579	127,496	183,221	425,949	485,169	911,118
1921.....	20,024	132,611	195,824	117,026	169,829	386,895	515,588	902,463
1919.....	24,919	131,504	168,886	107,251	132,171	337,771	610,105	947,876
1914 ⁵	25,797	113,976	79,681	99,016	66,072	171,825	230,584	402,409

NA Not available.

¹For manufacturing bakeries, the figures for 1954 are based on employment for the payroll periods ended nearest the 15th of March, May, August, and November; the figures for 1947 and earlier years represent the average of 12 monthly figures. For retail bakeries, the 1954 figures represent mid-November employment; for 1947, the maximum for the year; for earlier years, the average of 12 monthly figures.

²Value of products less cost of materials, supplies, fuel, electric energy and contract work

³For 1929 and 1947-1954, value of shipments; for all other years, value of production.

⁴Excludes 3,932 "bakery products stores" with no paid employees and with sales of \$59,668,000.

⁵Includes 73,440 employees reported by single-shop retail bakeries covered in the 1954 Census of Business.

⁶No comparable figures available for earlier years

Latest Census Report Includes Retail Bakeries

WASHINGTON — During 1954, manufacturers and retailers in the bakery products industries sold products valued at \$3,711 million, according to preliminary results obtained from the 1954 Censuses of Manufactures and Business conducted by the Bureau of the Census, Department of Commerce.

The number of employees in these industries has increased 11% since 1947 (when the last Census of Manufactures was taken) to a total of 319.8 thousand in 1954. The number of establishments, number of employees, payroll and sales for 1954 and earlier years are shown in the accompanying table.

The Bread and Related Products Industry (S.I.C. Code 2051) represents manufacturing establishments primarily engaged in the manufacture of bread, cakes, hand-made cookies, doughnuts, pies, pastries, and similar "perishable" bakery products. Establishments manufacturing such products for direct sale on the premises are classified as Retail Bakeries—Manufacturing (S.I.C. 5462). Statistics for both kinds of establishments are combined in the report.

More detailed figures will appear later in the Census Bulletin MC-20E, "Bakery Products," which will be published and offered for sale in the near future by the Superintendent of Documents, U.S. Government Printing Office.

The largest number of baking establishments covered by the combined tabulation was found in New York, with 2,801. California was next with 1,476, followed by: Pennsylvania, 1,471; Illinois, 1,449; Ohio, 1,067, and New Jersey, 1,034.

—BREAD IS THE STAFF OF LIFE—

BROKERS APPOINTED

PHILADELPHIA — Samuel K. Blumenthal, sales manager of the coatings division, Blumenthal Bros. Chocolate Co., Philadelphia, has appointed Jerro, Inc., as coatings department brokers. The Jerro organization will represent Blumenthal Bros. in parts of Missouri and Illinois.

TASTY CAKES FOR HAPPY HOLIDAYS

(Continued from page 21)

After the cakes are iced, place two prune halves together at various spots along the top edge of the cake and a strip of citron between the two halves.

MOCHA LAYERS

Mix together for about 3 min.:

- 1 lb. 8 oz. cake flour
- 1 lb. 4 oz. shortening (emulsifying)

Stir in:

- 6 oz. melted bitter chocolate

Sift together:

- 3 lb. 8 oz. granulated sugar
- 1 lb. cake flour
- 1 oz. salt
- 8 oz. milk solids (non-fat)
- 2½ oz. baking powder

Add to the above:

- 1 lb. 4 oz. strong coffee (liquid)

Mix for about 3 min.

Then add and mix for about 3 min.:

- 1 lb. 10 oz. whole eggs

Add and mix for about 5 min.:

- 1 lb. 10 oz. strong coffee (liquid)
- 6 oz. fine ground toasted almonds

Bake the layers at about 365° F.

Strong Coffee

Bring to a boil and allow to boil slowly for about 10 min.:

- 1 lb. ground coffee (good grade)
- 8 lb. water

Strain through a cloth and allow to cool before using.

When the cakes are baked and cooled, fill and ice them with the following boiled icing:

Boiled Icing

Boil to 240° F.:

- 5 lb. granulated sugar
- 1 lb. corn syrup
- 1 pt. water

When the sugar syrup has reached the desired temperature, pour it slowly into the following beaten mass:

- 1 lb. 8 oz. egg whites
- A pinch of salt
- A pinch of cream of tartar

Continue beating until the icing is stiff. Then stir in 8 oz. powdered sugar and a little vanilla.

As soon as the cakes are iced, sprinkle the top edge of the cake with fine grated sweet chocolate.

SUPREME DATE LAYER CAKES

Mix together at second speed on a four-speed machine for 3 to 5 min.:

- 5 lb. cake flour
- 2 lb. 8 oz. shortening (emulsifying type)

Add and mix for 3 to 5 min.:

- 6 lb. 8 oz. granulated sugar
- 3¼ oz. salt
- 3 oz. spice mixture
- 4 lb. 8 oz. ground dates
- 2 lb. 8 oz. buttermilk

Then add and mix for 3 to 5 min.:

- 3 lb. whole eggs
- 3 lb. 12 oz. buttermilk

Then add and mix in:

- 1 lb. chopped walnuts or pecans

Deposit into pans of desired size and bake at about 375° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period to obtain a smooth batter.

After the cakes are baked and cooled they may be iced as desired.

Spice Mixture

- 4¼ oz. cinnamon
- 8 oz. soda
- 4 oz. baking powder
- 1½ oz. nutmeg

Mix together thoroughly.

Suggested Icing

Place in a mixing bowl:

- 1 lb. whole eggs

Add gradually and mix at medium speed:

- 5 lb. powdered sugar

When well incorporated, add and beat to the desired consistency:

- 2 lb. butter
- 2 lb. shortening
- ¼ oz. salt

Vanilla to suit

After the cakes are iced, place a few whole pitted dates on top or sprinkle some chopped dates and walnut pieces on top.

CHERRY NUT LAYER CAKES

Cream together for 3 to 5 min.:

- 5 lb. granulated sugar
- 2 lb. 4 oz. emulsifying type shortening

3 oz. salt

Vanilla to suit

Add gradually:

- 1 lb. 8 oz. egg whites

Mix together and add gradually:

- 4 lb. milk
- 12 oz. granulated sugar

Sift together and add:

- 5 lb. 6 oz. cake flour
- 4 oz. baking powder

Then mix in:

- 1 lb. 8 oz. egg whites

Then add:

- 2 lb. 8 oz. chopped glazed cherries
- 12 oz. chopped nuts

Scale: 10½ oz. into 7x1½ in. round pans; 13½ oz. into 8x1½ in. round pans.

Bake at about 375° F.

Note: Be sure not to over-cream this mix as this will cause the fruit to settle slightly to the bottom of the cakes.

APPLE PEANUT BUTTER CAKE

Cream together for about 3 min.:

- 3 lb. cake flour
- 2 lb. peanut butter
- 1 lb. 12 oz. shortening (emulsifying type)

Sift together and add:

- 6 lb. granulated sugar
- 2 lb. bread flour
- 2½ oz. salt
- 3¼ oz. baking powder
- 1¼ oz. soda

1 oz. cinnamon

¼ oz. nutmeg

Then add and mix for about 3 min.:

- 4 lb. ground apples

Add and mix for about 3 min.:

- 3 lb. 4 oz. whole eggs

Mix in for about 5 min.:

- 2 lb. 8 oz. ground apples

Note: Scrape down the bowl and creaming arm several times during the mixing period.

Deposit into layer cake pans of desired size and bake at about 360° F. When baked and cooled, fill and cover with the following icing:

Malted Milk Icing

Cream together:

- 10 oz. shortening
- 8 oz. butter
- 4 oz. malted milk powder
- ¼ oz. salt

Vanilla to suit

Add:

- 1 lb. cocoa

Then stir in:

- 2 lb. milk

Sift, add and beat together until smooth:

- 7 lb. 8 oz. powdered sugar

The consistency of the icing may be controlled by increasing or decreasing the amount of powdered sugar.

DEVILS FOOD LAYER CAKES

Cream together:

- 4 lb. granulated sugar
- 1 lb. 8 oz. shortening
- 8 oz. butter
- 8 oz. cocoa

1½ oz. salt

1 oz. soda

Add gradually:

- 2 lb. whole eggs

Sift:

- 3 lb. 4 oz. cake flour

Add this alternately with:

- 3 lb. 6 oz. buttermilk

Then add:

- Vanilla to suit

Mix until smooth. Bake at about 360° F. When baked and cool, cover the cakes with the following icing:

Boiled Icing

Cook at 240° F.:

- 5 lb. granulated sugar
- 1 lb. 4 oz. corn syrup
- 1 lb. 4 oz. water

When the desired temperature has been reached, pour the syrup into:

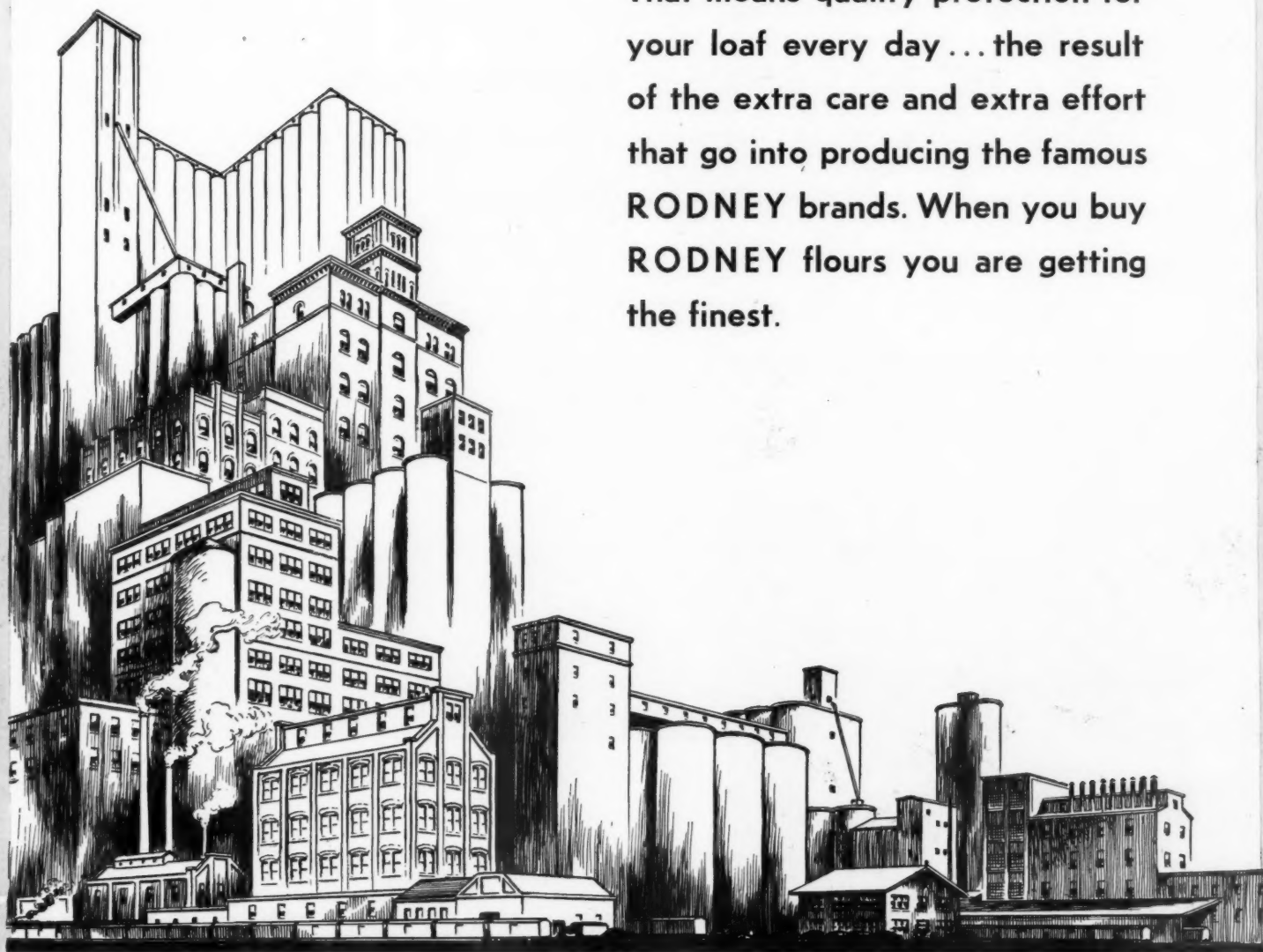
- 1 pt. eggs
- A pinch of salt
- A pinch of cream of tartar (all beaten stiff)

Continue to beat until the icing

(Continued on page 44)



THE finest wheats are chosen for their strength and superior baking properties to form the sure, safe foundation for RODNEY flours. That means quality protection for your loaf every day... the result of the extra care and extra effort that go into producing the famous RODNEY brands. When you buy RODNEY flours you are getting the finest.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY

KANSAS CITY, U. S. A.

22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

'ROUND-THE-CLOCK ALERTNESS ASSURES YEAR-ROUND QUALITY

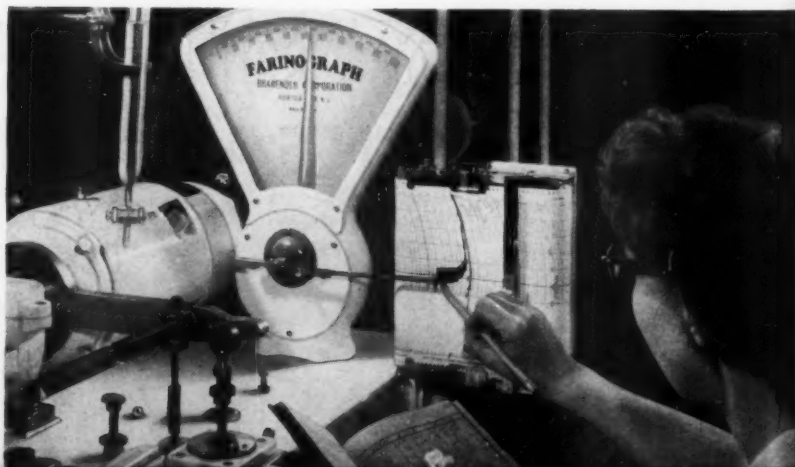
Even double checking is not enough for the
Pillsbury quality control department; these flour "detectives"
leave nothing to guesswork



Raw materials must pass tough tests before being used in Pillsbury bakery flour and mixes. This is vital when the basic raw material—wheat—is subject to many variables. 15 kinds of wheat are grown in Kansas alone—each with different baking qualities. And each varying from crop to crop. (This year, Kansas wheat has the highest protein ever recorded.)

So bakers can count on uniform baked foods year after year, Pillsbury's quality control "detectives" maintain 24-hour vigilance over raw materials, wheat blends, milling steps and final use of all Pillsbury Products. Quality control at Pillsbury is a separate department with full authority to turn down raw materials or prohibit the shipment of any finished products that don't meet exacting standards. Pillsbury's reputation for quality is one of the company's greatest assets . . . and the chemists, engineers and technologists in quality control are the constant watchdogs over this long-standing reputation. These men also keep products in line with bakery production needs. Higher mixing speeds during the past 10 years have required flours with more tolerance and uniformity. Pillsbury quickly met and maintained these new specifications.

Test, test, test—that's the only sure way there is to maintain constant quality. Farinograph shown below compares mixing time and tolerance and water absorption of flour samples. The first tests are made before the harvest. Pillsbury technicians go right to the heart of the wheat belt, test specially-milled samples of the ripe, newly harvested grain . . . so they can advise grain buyers of current wheat characteristics. But the testing doesn't stop here. The wheat is tested when first binned, again after various bins are blended together. The flour is checked during milling and as a finished product prior to packing.





It's not unusual for a midnight call to rouse the Pillsbury plant quality control manager with a special problem about a particular run of flour. Constant quality, night or day, is the watchword.

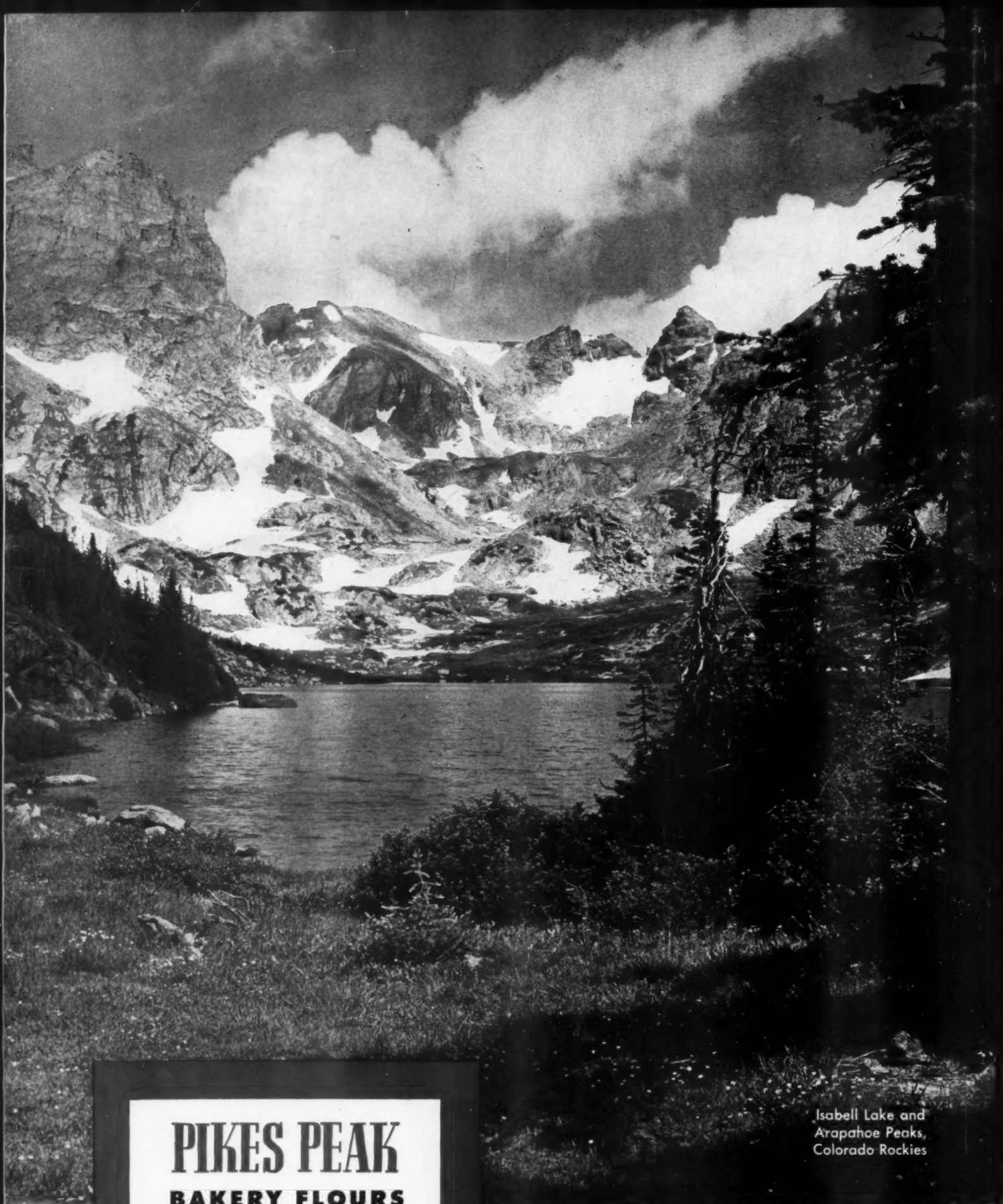
Full size loaves are baked from samples at many points. Over 400 *different* tests are run each week at Pillsbury's Springfield plant alone. At new crop time a special transition program is followed so the baker's production won't be affected by abrupt changes in flour performance.

The job's not done, Pillsbury believes, until the finished baked foods are produced. That's why Pillsbury technical servicemen are constantly visiting bakeries across the U. S. These men observe new trends, can plan changes in flours to meet them. That's why Pillsbury can bring you the kind of quality that means better baked foods, year after year.

ity
ab-
ury
um-
of
eat
The



... your partner in building sales!
Pillsbury Mills, Inc., Minneapolis 2, Minnesota



PIKES PEAK
BAKERY FLOURS



The COLORADO MILLING & ELEVATOR CO.
General Offices: Denver, Colorado

Isabell Lake and
Arapahoe Peaks,
Colorado Rockies

Peak Performance... Superior Service

IBA Convention to Honor 50 Years of Service to Trade

DECATUR, ILL. — The 50th anniversary convention of the Illinois Bakers Assn. will be held Jan. 12-14 at the Orlando Hotel, Decatur, and will feature a broad program of informational, educational and social activities.

On the agenda is a luncheon to honor past presidents and old timers, a president's banquet, and a visit to the A. E. Staley Co. plant. There will be wholesale and retail sessions for exchange of information during the convention.

As one of the key speakers, IBA will have R. D. Bills, Jr., O'Connor-Bills Bakery, who is expected to bring an inspirational message to members during the president's banquet.

The promotion committee of the IBA has made available four methods of publicizing the fact that its formal organization is now 50 years of age, according to Marion B. McClelland, secretary.

Members have been sent letters describing the promotional materials which consist of anniversary end labels for use during January, store and truck posters, printed ribbons with plastic badges to be worn by sales personnel and stamped bronze souvenir pocket coins.

Slogans being used in conjunction with the promotional pieces are "50 Years of Progress," "Better Health Begins With Bread" and "He Profits Most Who Serves Best."

—BREAD IS THE STAFF OF LIFE—

Institute of Baking Announces Dates For Short Courses

CHICAGO—The 1957 schedule of short courses at the school of baking of the American Institute of Baking has been announced by Howard O. Hunter, president.

The schedule of courses includes baking for allied personnel Jan. 7-18; sales management seminar March 10-22; bakery equipment maintenance Sept. 9-14, and bakery sanitation with dates to be announced.

A course in baking science and technology will be offered Jan. 28 through June 14 and Aug. 5 through Dec. 20.

The institute, the scientific and educational center of the baking industry, is located at 400 E. Ontario St., Chicago 11.

WOLCOTT & LINCOLN, Inc. GRAIN MERCHANTS

Operating:
Chicago Great Western Elevator
Kansas City
Wolcott & Lincoln Elevator
Wellington, Kansas
Main Office: KANSAS CITY, MO.
Board of Trade Building

PRESTON-SHAFFER MILLING CO.

WALLA WALLA, WASH.
Established 1865
Soft White Winter Wheat Flour a Specialty

"DIAMOND D"

A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

Bakeries Sued for Trade Practices

LOS ANGELES — Ten grocery chain markets have instituted action against nine bakeries under federal and state anti-trust laws to ask \$305,657 in damages from the bakeries. The baking companies are charged with engaging in a conspiracy to restrain trade, fix prices, and with giving discounts to favored competitors of the complainants.

The suit contends that the defendant companies were an asset to the

markets because of advertising campaigns which created public demand for specific brand names of bread and other bakery goods.

The complaining markets are the Marx Food Corp., Better Foods, Inc., Kory's Markets, Inc., King Cole Markets, Inc., Hiram's Ranch Market, Raisin Markets, Hollywood Ranch Market, Shoppers Market, Roth's Markets, and the Fox Markets.

Bakeries named as defendants in the suit are the Barbara Ann Bread, Inc., Continental Baking Co., Interstate Bakeries Corp., Gordon Bread

Co., Langendorf United Bakeries, Log Cabin Bread Co., Orowheat Baking Co., Union Maid Bakery, Inc., and the Weber Baking Co.

—BREAD IS THE STAFF OF LIFE—

MATERIALS DIVISION SOLD

EVERETT, MASS. — The Market Forge Co. has announced the sale of its Materials Handling Division to the American Pulley Co. of Philadelphia, effective Nov. 1, 1956. The move was made necessary by the need to devote the full plant and facilities to other divisions for the manufacture of food service equipment and other lines.

MERRY XMAS



FROM
NATIONAL YEAST

FRANK J. HALE
President

Bakers Need Understanding of Supermarket's Methods to Assure Products Space on Shelves

The challenge presented by the supermarket requires an understanding of the giant which we must study. Unlike the Cardiff giant of another generation, it is very real and even awesome, if studied in the light of the revolution in the retail food merchandising which it has wrought.

If the picture of food retailing, as we know it today, were to have been suddenly projected upon us 20 years ago, the challenge would have been appalling to even the stoutest of heart.

The progress of this awakening giant in the past five years has been such that only those bakers equipped with seven league boots have been able to keep in stride with its progress.

Even though the volume of food sales has increased well over \$30 million in the past ten years nearly 100,-

000 retail grocery stores have failed to meet the challenge of the supermarket.

Meet the Challenge

To interpret it in the light of our own industry, an alarming proportion of wholesale bakers have failed and continue to fail to meet this challenge.

The ignorance or lack of understanding of this modern American retailing phenomena must be understood.

Very simply, if we meet the challenge of the supermarkets, we must know the innards of this giant as well as he knows himself, and if we are to be professional bakery merchandisers, we must know him better than he knows himself.

A simple review of the past few years sets the stage for a practical appreciation of the supermarket challenge. One of the main reasons for its growth and acceptance by the housewife today has been the constantly increasing number of items which the supermarket carries and displays so effectively. In a 10 year period the number of items carried on the shelves of supermarkets has increased from 1,200 to 5,000, even 6,000 items.

Ten years ago, bakery sales amounted to approximately \$3.84 out of every \$100 worth of sales. Ten years ago the average amount of space devoted to the bakery department was approximately 1.64% of the available shelf area. Today, despite the fact that on a national average, our bread sales represent 4.4% of the total sales of retail outlets, the constant influx of new items into the supermarkets has reduced our shelf

space on an average to approximately .64 of 1%. Herein lies perhaps the most serious indictment of the lack of selling on our part.

New Products Compete

The importance of our department in food retailing is not denied by any practical hardheaded retailer. The simple fact remains that the spotlight of attention has been focused on the new products for which he must continuously find space. The facts are that over one half of all the food products displayed in the supermarket today did not even exist five years ago.

Despite the failure on the part of the supermarket industry generally to continue to maintain the necessary space for our bakery departments, the convenience feature of our products and the fact that truly bread is still the staff of life are primarily responsible for the favorable position which we still occupy.

A most comprehensive and exhaustive study of supermarket operations was recently completed by the Progressive Grocer and its findings were reported in a series of articles earlier and known as the Food Town Study. Food Town Study was conducted over a period of 13 weeks in five Food Town supermarkets in the greater Cleveland area. These markets average \$45,000 per week in volume and showed an average sale per customer of \$6.83. The study is so exhaustive in its analysis that it will be of invaluable assistance to supermarket operators and it also reveals some tremendously important facts to bakers.

One of these studies is a survey of



Ray Ping

the six major departments of which the bakery department is one. This particular one compares space sales and margins. The bakery department is the only department with an average amount of space devoted to it which showed a 30% sales factor over the space allocation and a 35% profit factor over the percentage of space allocation. In breaking down the sales into 47 product groups, there was only one challenger to the profit picture presented by the bakery department. That was the drug and toiletry department which is a high profit department but its sales volume was less than that of the bakery department.

Know Characteristics

Most of us have recognized many of these characteristics of supermarket merchandising as well as others which have a bearing on the decisions which a supermarket operator must make. If we are to develop and grow with these supermarkets, we must know and use every characteristic in order to gain our fair share of the consumer dollars. If we are to meet the challenge of the supermarket, we must attack the problems which exist for many bakers.

One problem which rears its ugly head more prominently in the minds of many of us than any other is the so-called cheap bread problem. Clear understanding of the facts may help to dispel some of the difficulties involved in this area. A report soon to be released by the U.S. Census Bureau indicates that less than 7% of all the bread sold in America is of the commonly described cheap bread. This problem, whether we can do anything about it or not, loses some of its importance if it is understood.

A recent Milwaukee survey shows
(Continued on page 47)

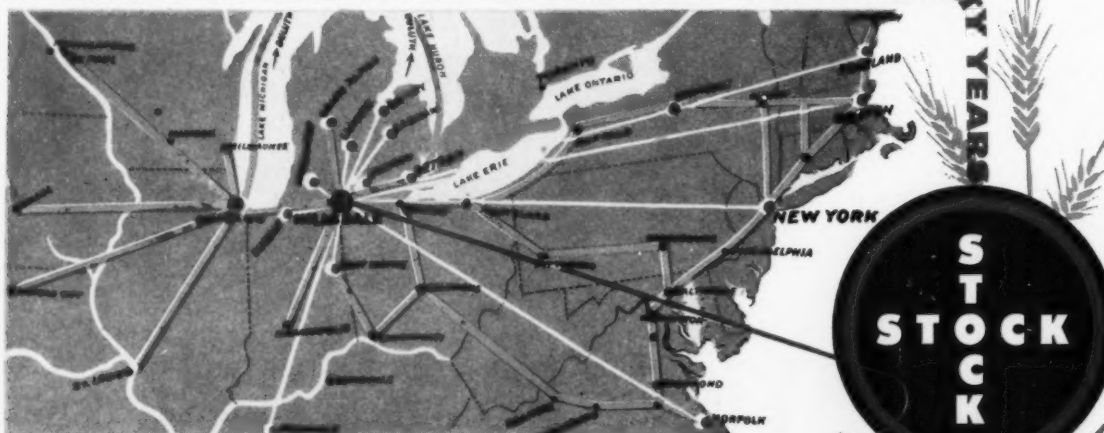
EDITOR'S NOTE: The accompanying article is the text of an address which Mr. Ping delivered during the wholesale bread branch session at the 1956 convention of the American Bakers Assn. at Chicago. Mr. Ping, who is associated with the M. Erickson Bakery Co., LaCrosse, Wis., is the new chairman of the wholesale bread branch.

"SLOGAN SPECIAL"
The Quality Bakers Flour
Oklahoma Flour Mills Co.
EL RENO, OKLAHOMA

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

RUNCIMAN MILLING CO.
Successors to JONATHAN HALE & SONS, Inc.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

A RELIABLE NAME IN FLOURS FOR OVER NINETY YEARS



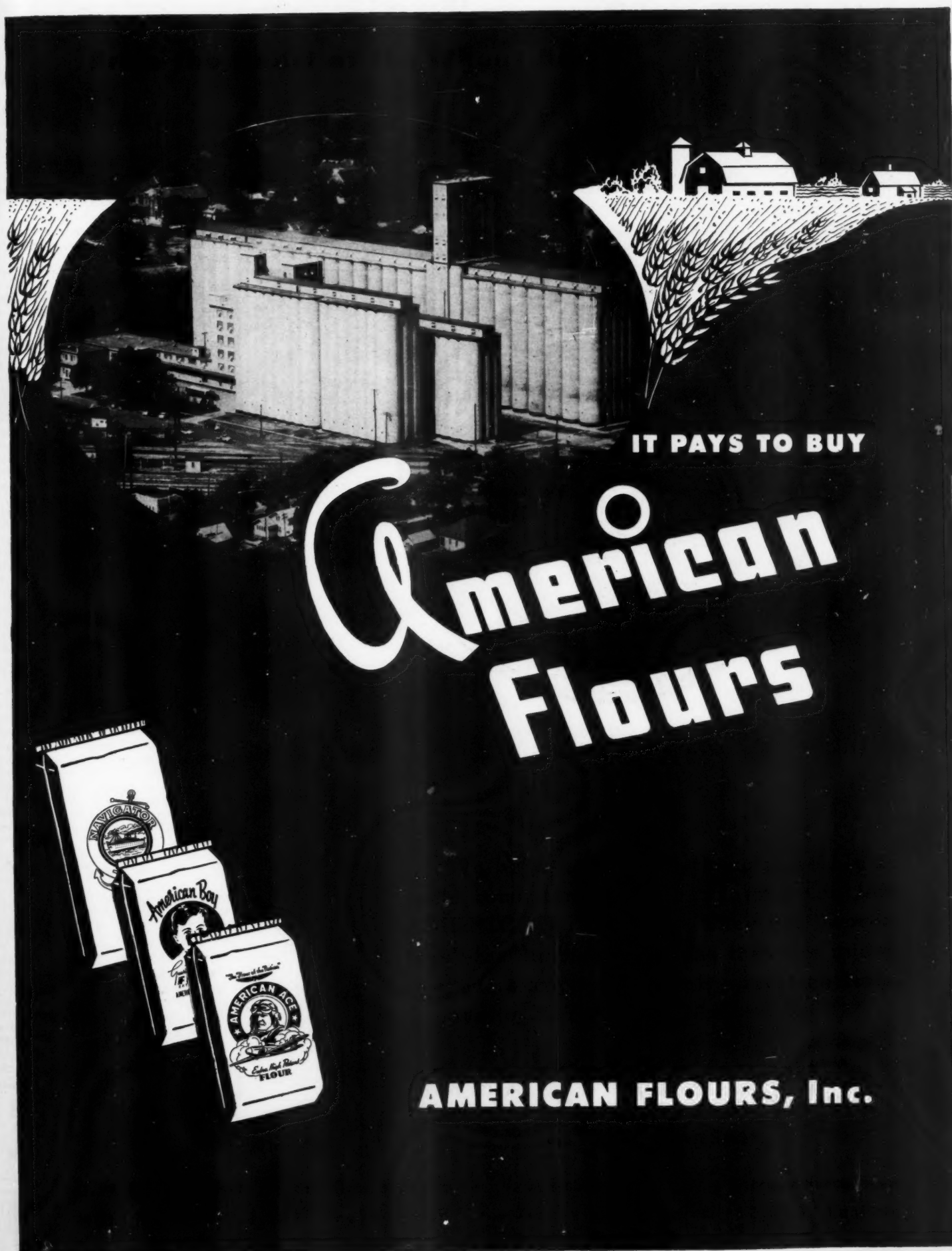
is the **CENTER** of **SUPPLY**
SERVICE AND SATISFACTION
for

FINE CAKE FLOURS
COOKIE FLOURS—PIE FLOURS
FULLY PREPARED DOUGHNUT MIXES
DAISY FULLY PREPARED CAKE MIXES




F. W. STOCK & SONS, INC.
NEW YORK • BOSTON • HILLSDALE, MICHIGAN

FAMOUS FOR FLOURS MILLED FROM
MICHIGAN SOFT WHITE WHEAT



IT PAYS TO BUY

American Flours



AMERICAN FLOURS, Inc.

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 38 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. In baking cakes, sour cream butter should be used instead of sweet cream butter in order to obtain the best flavor.
2. Flour that has been heated to 140°F. will produce excellent bread.
3. When making cream puffs, if the formula calls for ammonia, this ingredient may be replaced by baking powder.

4. Whole wheat flour will spoil in a shorter period than white flour.

5. When making dough brake bread, using the sponge dough method, the sponges should be fermented somewhat less than for regular white bread.

6. To make sponge cakes the sugar and eggs should be heated to about 110-120°F.

7. To improve the color of pie crust, a mixture of 5 lb. flour and 1 lb. milk solids (non-fat) should be sifted together thoroughly and then used for rolling out the dough.

8. When making puff paste products, it is recommended that the pans

be dampened with water before the dough or various products are placed on them for baking.

9. When changing from shell eggs to frozen eggs in a cake formula no adjustments are necessary.

10. Vinegar is used in bread doughs as an insurance against mold.

11. When macaroons become hard and brittle within a short time, the addition of more sugar will keep them soft and chewy.

12. Whipping cream for making whipped cream cakes should contain between 36% and 40% butterfat for best results.

13. Rolls made from a sweet dough that has been under-fermented will have a large volume with a close grain.

14. When baking French bread the steam in the oven should be left on until the loaves have fully expanded.

15. When baking rye bread in basket frames it is a good idea to increase the bottom temperature of the oven about 25°F. in order to decrease the tendency for the loaves to burst on the sides.

16. In a good fruit pie filling the fruit should constitute not over 40% of the total weight of the filling.

17. Kisses and meringues should be baked at a temperature of about 340-350°F.

18. White rye flour does not work satisfactorily for dusting purposes when making dough brake bread.

19. The keeping quality of shell eggs is improved by dipping them in oil before placing them in cold storage.

20. Good angel food cakes can only be made by using one-half granulated sugar and one-half powdered sugar in the formula.

—BREAD IS THE STAFF OF LIFE—

D. J. Benjamin Takes Western Waxide Post

SAN FRANCISCO—David J. Benjamin, assistant general manager of the Western-Waxide Specialty Packaging Division of Crown Zellerbach Corp., has been named general manager. He succeeds the late J. E. Crosby, and will also be a member of Crown Zellerbach's management committee.

Mr. Benjamin was formerly president of the Waxide Paper Co., Kansas City, which was acquired by Crown Zellerbach last January. The division makes specialty packaging papers, such as bread and frozen food wraps.

—BREAD IS THE STAFF OF LIFE—

SALES REPRESENTATIVES

CLEVELAND, OHIO—The C. L. Kangesser Co., Cleveland, has been named sales representative in Cleveland and the surrounding area for the Vacuum Baking Corp., New York.

"Golden Loaf" That's Our Brand—

The Flour with the Doubt and Trouble left out

TENNANT & HOYT COMPANY
Lake City, Minn.



FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

Located right where the wheat grows the thickest, HUNTER MILLS have a better opportunity to select exactly the kind needed for topnotch baking flours, and every sack of HUNTER flours proves how well that advantage is employed. You can be sure that the flours that bear the HUNTER name have an extra measure of quality.

THE HUNTER MILLING CO. WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

Quality Bakers of America Study Modern Management Methods at 48th Conference

NEW YORK — Some 400 bakery management, sales and advertising executives of the 125 member-organizations of Quality Bakers of America Cooperative, Inc., convened for the 48th general conference of QBA at the Biltmore Hotel here in September.

"Modernize Management Methods," the conference theme, set the stage for a series of business sessions on the 1957 program. J. P. Duchaine, My Bread Baking Co., New Bedford, Mass., QBA president, opened the first day's session with a talk, "Let's Face It," which covered present-day problems confronting the baking industry. Mr. Duchaine emphasized "the only certain path through the labyrinth of these problems rests in the increased development of present management technique."

George N. Graf, general manager, followed Mr. Duchaine with a keynote address attuned to the conference theme, "Management Action—the Modern Way." Mr. Graf stressed that modern management is more than a skill or an art or even a science. He explained that management is action—a way of doing something, rather than a theory or plan. In outlining important techniques which can help this action, Mr. Graf referred to seven steps suggested in Edward Shieh's book, "Successful Executive Action."

1. Make everyone a planner.
2. Make every job a full job.
3. Use a man's full skill.
4. Stress the important duties.
5. Don't ask for supermen.
6. Don't overspecialize.
7. Give your man one boss.

After elaborating fully on each step, Mr. Graf added three more to virtually assure good management action for ultimate and continuous business success: Make each man accountable for his job, make the most of staff, and build your own leadership.

Frank A. Busse, QBA director of personnel; John Thies, director of accounting, aided by Stanley Davies, gave presentations covering their respective services.

"Managing for Better Product" was a three-part presentation featuring QBA's director of production, Herman W. Hanschka; laboratory director Dr. Oscar R. Skovholt and Lois Cole, sanitarian. John St. John, director of engineering, stressed the importance of good bakery engineering to successful management action in a talk, "Management of Engineering to Improve Performance." Robert W. Thomas, director of transportation, covered the development of problems from a bakery transportation point of view. A presentation of new ideas, processes and projects developed by

QBA and members was supervised by Mr. St. John.

The last day of the conference was devoted to QBA's advertising, merchandising and promotional plans for 1957. Robert L. Schaus, QBA's director of advertising, spoke on "Modern

Management Tackles the Future—Now." Jack L. Coffey, in charge of QBA's radio, television and film activities, presented the 1957 plan for comprehensive use of television.

Following a progress report on the new Sunbeam wrapper, given by Mr. Schaus, Jack Rieger, QBA director of sales promotion, and Van S. Linsley of the advertising department, conducted a two-part informative presentation, "What's New In Merchandising?"

Joseph J. McCormick, director of the dealer relations program, talked on "Modernizing Dealer Relations."

Mr. McCormick, responsible for the store planning and grocers' program, was aided by representatives of his department, Miss K. Geraghty and J. McGowan. Jack Rieger climaxed the session with two presentations. Both were concerned with the import of good management action in support of bakery merchandising and sales promotion during 1957.

The "Executive Approach to Selective Distribution" covered the first half of this presentation and featured Mr. Rieger and his staff of servicemen; Harry A. Baumann, James W.

(Continued on page 43)

Since 1928 Valuable BROLITE Ingredients ...for Bakers



Vita-Plus White Culture

Conditions dough for perfect fermentation. Extends tolerance of dough. Whitens crumb color.



Brosoft

A tenderizing agent with high powers of emulsification and dispersion. Contains Mono- and Di-Glycerides, Lecithin and associated Phosphatides (vegetable emulsifier).



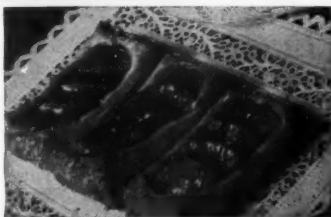
Rye Sours

For outstanding rye bread volume, flavor improved grain—simplified production. Seven types available.



O. B. Stabilizer

A convenient thickener for stabilizer and Meringue Toppings, Icings, Glazes, Butter Cream, etc.



Brolite

For better flavor in Cakes, Cookies, Sweet Yeast Doughs, Icings, etc. 5 types of different strengths and percentages of buttered culture.



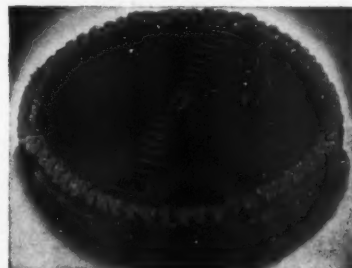
White and Cocoa Fudge Bases

For Hi-Gloss, Flat type and Butter Cream icings of better flavor, easier handling. Economical.



Pie Dough Culture

Makes a drier dough with improved machining qualities. Produces a rich, flaky crust with improved color. Reduces tendency to soakage in crusts.



Other Brolite products include SUPERSHORT with the all-vegetable emulsifier

Demonstrations by our trained bakery technicians available in your shop

THE BROLITE COMPANY, Inc.

225 Fourth Ave.
New York City 3, N.Y.

2921 S. Haskell Ave.
Dallas 10, Texas

621 Minna St.
San Francisco 1, Calif.

518 First Ave., North
Seattle 9, Wash.

686 Greenwood Ave., N.E.
Atlanta 6, Ga.

Main Office: 2542 Elston Avenue, Chicago 47, Illinois

Moore-Lowry Flour Mills Co.

Kansas City, Mo.

PRECISION-MILLED FLOURS

Quality Millers Since 1879

BUFFALO FLOUR

THE WILLIS NORTON
COMPANY
WICHITA, KANSAS

Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3956—Filling Thickener

Fruit pie fillings can be prepared without cooking by use of a new instant thickener, Purity Stabilizer No. 37, trade name of a product being manufactured by National Starch Products, Inc. According to company officials, the product is added to water with high speed agitation for a few minutes, and then the fruit, fruit juice and sweetener are added. There is no bruising or damage to the fruit which retains its original natural color and appearance, it is claimed. Full information on the new process may be obtained by checking No. 3956 on the coupon and mailing it.

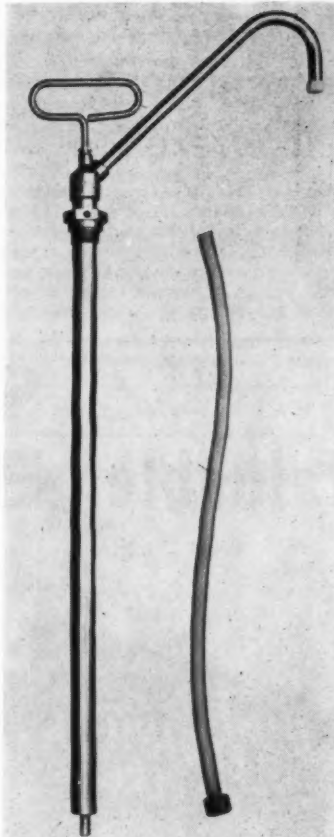
No. 3954—Filling Formulas

Formulas for 34 fruit pie fillings are included in a new booklet just announced by the Corn Products Sales Co. Printed in two colors, with four-color cover, the new 52-page booklet, "Snow Flake Milo Starch for Fruit Pie Fillings," is designed

to assist large commercial and neighborhood bakers in the use of the company's two new Snow Flake milo starches. The booklet contains information on the quantity of starch to be used, describes correct methods of handling frozen, canned, fresh and dehydrated fruits and gives general cooking directions. The formulas cover a wide range of fruit fillings including apple, apricot, blueberry, blackberry, cherry, peach, raisin, rhubarb and other pies. Copies of the booklet may be obtained by checking No. 3954 on the coupon and mailing it to this publication.

No. 3959—Dispensing Pump

A new dispensing pump has been introduced by the Multi-Meter Corp. Designed to fit the standard ¾-in. opening on all size drums from 15 to 65 gal., the pump is entirely steel and chrome plated to prevent rusting, corrosion or any reaction with soaps, detergents, disinfectants, waxes, liquid fertilizers and boiler chemicals. Each stroke of this self-venting pump dispenses 4 oz. Com-



pany officials state that "it eliminates old fashioned drum racking, saves floor space and leaves the drum always easily accessible. A specially designed handle provides a locking arrangement to eliminate misuse of the drum's contents." To secure more complete information check No. 3959 on the coupon and mail it to this publication.

No. 3960—Plant Cleaning

The Oakite Saniseptor, model 562, is the trade name of a portable line-pressure injector which couples directly into the plant's hot water line for cleaning purposes. The unit, manufactured by Oakite Products, Inc., is claimed to make cleaning a spraying operation as the hot water rushes through its Venturi element, automatically drawing the detergent solution up into the flow of water. Weighing 25 lb. empty, the unit consists of a detergent tank with a capacity of about 15 lb. of detergent, water hose connection to the hot water supply, a syphon breaker, solution and water control valves. No motors, coils or pumps are needed. For more complete details check No. 3960 on the coupon and mail it to this publication.

No. 3955—Floor Machine

Patterned after heavy-duty industrial floor machines the new "Gyro 12" polisher and scrubber has been designed to provide professional floor care in bakery retail stores, according to the Advance Floor Machine Co. The machine has a 12-in. brush and is designed to provide efficient floor care for areas up to 1,500 sq. ft., company officials state. Among the features claimed are: Special mounting of handle provides balance that makes machine easy to operate; handle has 3-way adjustment; free floating position for maxi-

mum operating ease; locked operating position for self propelling action; a locked vertical position for transport and storage; power drive and sealed motor never require lubrication. Secure literature by checking No. 3955 on the coupon and mailing it to this publication.

No. 6505—Emergency Light Unit

A redesigned automatic emergency lighting unit for plants and other buildings where an extra margin of safety is required has been announced by the General Scientific Equipment Co. The unit is powered by a storage battery built into the portable set. A trickle charger automatically maintains the charge of the battery. A built-in hydrometer indicates the state of the battery at a glance. The unit plugs into an A.C. circuit. The lights are sealed beam and are claimed to provide service for 10 hours. For more complete information check No. 6505 on the coupon and mail it to this publication.

No. 3963—Ingredient, Yeast Emulsifier

Officials of Read Standard Division, Capitol Products Corp., state that the new model Readco Ingrediator (ingredient and yeast emulsifier) allows greater ease introducing and emulsifying the small ingredients—yeast, sugar, salt, malt, syrups and vitamins—specified by a particular product formula. Twin three-bladed propellers, driven by a ½ h.p. motor, produce a uniform emulsion within three minutes or less, it is claimed. For lower temperatures, a cooling jacket is available as optional equipment. Also optional is a timing panel for control of the mixing and discharge cycles. The emulsified liquid



is pumped to the sponge or dough mixer through a fine mesh stainless steel pipeline filter. The normal operating capacity is 40-47 gal. of water. The tank is of double shell construction with a heavy layer of insulation between shells. Stainless steel construction is used. The unit requires vertical clearance of 59 in. Secure more complete details by checking No. 3963 on the coupon and mailing it to this publication.

No. 3957—Sheeter-Moulder

A new bakery sheeter-moulder designed for use with the company's mechanical production line unit is

Send me information on the items marked:

- | | |
|---|--|
| <input type="checkbox"/> No. 3954—Filling Formulas | <input type="checkbox"/> No. 3961—Steel Belt |
| <input type="checkbox"/> No. 3955—Floor Machine | <input type="checkbox"/> No. 3962—Bulk Car Brush |
| <input type="checkbox"/> No. 3956—Filling Thickener | <input type="checkbox"/> No. 3963—Ingredient, Yeast Emulsifier |
| <input type="checkbox"/> No. 3957—Sheeter-Moulder | <input type="checkbox"/> No. 6505—Emergency Light Unit |
| <input type="checkbox"/> No. 3958—Flavor Periodical | |
| <input type="checkbox"/> No. 3959—Dispensing Pump | |
| <input type="checkbox"/> No. 3960—Plant Cleaning | |

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 34.9,
P. L. & R.)
MINNEAPOLIS,
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

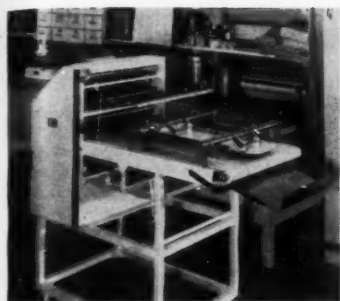
POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67,

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Minneapolis 1, Minn.

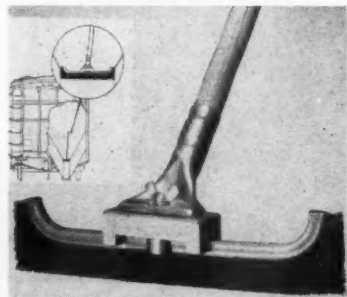


No. 3958—Flavor Periodical

"Flavor Pointer," a regular publication available to members of the industries served by Magnus, Mabey & Reynard, Inc., now contains information of interest to the baking and confectionery trades. The publication first began publishing the news periodical 13 years ago. The addition of news of interest to baking and confectionery personnel concerns the use of flavors in baked foods and candies. To be placed on the mailing list of the flavor periodical check No. 3958 on the coupon and drop it in the mail.

No. 3962—Bulk Car Brush

Bulk flour railroad cars can now be cleaned quickly, safely and efficiently of accumulations of caked flour which unloading techniques fail to remove, claim officials of the Fuller Brush Co. Their solution is a new specially designed brush of heavy, washable nylon. It is claimed to be non-susceptible to cracking, shedding and absorption of odors or



other infestations and is firmly and evenly bonded to the metal brush back in a continuous Fullergript brush strip to form a sweeping tool 12 in. long with 1 in. exposed trim. The brush has been designed for use inside "Air-Slide" or "Trans-Flo" "GACX" railroad cars. The clamp assembly designed by Fuller makes it possible for the brush strip to be removed and another put in its place. For detailed specifications and prices check No. 3962 on the coupon and mail it to this publication.

No. 3961—Steel Belt

The Sandvik steel belt commonly used in bakery ovens is now finding an additional application in bakery cooling tunnels, announce officials of Sandvik Steel Belt Conveyors division of Sandvik Steel, Inc. The steel belts have been known to last 10 years or more, it is claimed. The high heat transfer rate of the steel belt permits rapid cooling of the bottom of the pies. The belt in use at one operation is made of cold-



rolled hardened and tempered strip steel and is driven by a 1½ h.p. motor. A self adjusting take-up is provided, as are scrapers for removing any material which may adhere to the belt or take-up pulley. Additional information is available by

being produced by Moline, Inc. The company's announcement states that the machine is "excellent for rolling Danish doughs, for pre-sheeting and sheeting all types of sweet doughs, and a big help in the preparation of yeast-raised donut dough, pie doughs, pizza doughs, puff paste, cookie doughs and coffee cakes. The machine has separate, removable press boards for moulding each size bread, wiener buns, salt sticks, etc. A drag chain helps the perfectly contoured press board do the job of moulding like bigger moulders. The telescoping in-feed tray is of stainless steel." Other features claimed are: "Nickel plated removable parts; sanitary tubular frame work construction; all driving and driven parts are outside of the sheeting and conveying area; the base frame provides extra storage space; the belt is 24 in. wide." Secure more complete details by checking No. 3957 on the coupon and dropping it in the mail.

A SUCCESSFUL DONUT BUSINESS CALLS FOR THE FINEST EQUIPMENT and MIX
DOUGHNUT CORP. OF AMERICA
45 West 36th Street New York 18, N. Y.

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

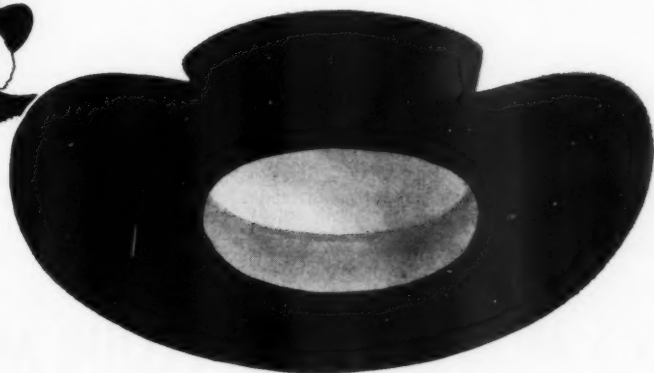
CODING AND MARKING
"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty. Write for information on a specific problem."
KIWI CODERS CORPORATION
3804 N. Clark St. Chicago 13, Illinois

BAKING TRAINING

for Veterans and Non-Veterans in
Bread and Rolls • Cakes and Pastries
Experimental Baking and Decorating Included
Scholarships Available—Write

DUNWOODY INDUSTRIAL INSTITUTE

An endowed non-profit trade school
818 Wayzata Blvd. Minneapolis 3, Minn.



KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:

The Quaker Oats Company
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



checking No. 3961 on the coupon and mailing it.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 3907—Plastic basket for packaging baked foods, Gilbert Plastics, Inc.

No. 3909—Wire stitcher, Ordnance Gauge Co.

No. 3910—Dry sweet whey, Consolidated Products Co.

No. 3911—Baking pan catalog, Chicago Metallic Manufacturing Co.

No. 3912—Aluminum foil pan press, Basca Manufacturing Co.

No. 3913—Mold and yeast growth inhibitor, Chas. Pfizer & Co., Inc.

No. 3914—Batter depositing machine, Filler Machine Co.

No. 3917—Aluminum foil pan and container price list, Chicago Metallic Manufacturing Co.

No. 3915—Pan greaser, Mallet & Co.

No. 3916—Revolving tray ovens, Middleby-Marshall Oven Co.

No. 3918—Display fixtures, Maine Manufacturing Co.

No. 3920—Dry sweet whey characteristics, Consolidate Products Co.

No. 3919—Aluminum food containers, Foil Kraft Division, Kaiser Aluminum & Chemical Corp.

No. 3921—Bakery equipment brochure, Petersen Oven Co.

No. 3922—Combination freezer-refrigerator, Victory Metal Manufacturing Corp.

No. 3923—Line of kettles, Hamilton Copper & Brass Works.

No. 3924—Bakery "filler" fixtures, Maine Manufacturing Co.

No. 3925—Aluminum bun pans, Harlow C. Stahl Co.

No. 3926—Dough sheet thickness control, Industrial Gauges.

No. 3927—New package for sweet dough base, Caravan Products Co., Inc.

No. 3928—Line of fillings and meringues, Max Ams Co.

No. 3929—Flavoring products catalog, Florasynth Laboratories, Inc.

No. 3930—Doughnut maker, Golden Joy Corp.

No. 3931—Pressure sensitive tape, Connecticut Hard Rubber Co.

No. 3932—Almond and lemon flavors for baked foods, S. Gumpert Co., Inc.

No. 3933—Bakery display fixture catalog, Maine Manufacturing Co.

No. 3934—Gravity wheel storage rack, M-H Standard Corp.

No. 3935—Moulder-panner, Read Standard Corp., Bakery-Chemical Division.

No. 3936—Mold inhibitor, Food Industries Co., Inc.

No. 3937—Display pans, Molded Fiber Glass Tray Co.

No. 3938—Oven bulletin, Petersen Oven Co.

No. 3939—Roll slicer, Alto Corp.

No. 3940—Self-adhesive labels, Avery Adhesive Label Corp.

No. 3941—Icing and filling depositor, Mallet & Co., Inc.

No. 3942—Vacuum and floor maintenance equipment, Premier Co.

No. 3943—Bakery pad, Panhandler Division, Sanitary Bag Co.

No. 3944—Rib-foil aluminum cups, Basca Manufacturing Co.

No. 3945—White milled starches for fruit pie fillings, Corn Products Sales Co.

No. 3946—Paste for macaroons and macaroon-filled cakes and candies, Henry Heide, Inc.

No. 3947—Revolving display unit, Vue-More Corp.

No. 3948—Repair of food handling equipment, American Solder & Flux Co.

No. 3949—Sterile conditioning system for liquid sugar tanks, D. William Fuller Co.

No. 3950—Packaging booklet, Hinde & Dauch.

No. 3951—Icing product, S. Gumpert Co., Inc.

No. 3952—Price information and details of route selling book, Mycroft Press.

No. 3953—Band edge sharpener, Gopher Grinders, Inc.

No. 5508—Embezzlement controls, Fidelity & Deposit Co.

No. 5527—Vacuum cleaner, Burrows Equipment Co.

No. 5519—Insecticide for use around foodstuffs, J. I. Holcomb Manufacturing Co., Inc.

—BREAD IS THE STAFF OF LIFE—

David Newsam Heads Missouri Bakers Assn. For Another Year

OSAGE BEACH, MO.—David R. Newsam, Hammon Baking Co., Jefferson City, was reelected president of the Missouri Bakers Assn. at the MBA's annual fall outing at Osage Beach.

Other officers elected: LeRoy Gillan, Gillan's Bakery, Moberly, first vice president; Carl Muff, Muff's Bakery, Trenton, second vice president; Sam Pasternak, Cake Box Bakers, Kansas City, treasurer; George H. Buford, Flour Mills of America, Kansas City, secretary.

William F. Ellerbrock, Ellerbrock Bakeries, St. Louis, was reappointed chairman of the board and goodwill ambassador.

Roy L. Creamer, Jr., Clinton Corn Processing Co., Kansas City, and R. E. Schaumburg, Schaumburg Co., St. Louis, were named directors. They replace Elmer Magee, Jr., Sweetheart Bakery, Mexico, and William Bondurant, Jr., Palace Bakery, Kirksville, retiring directors.

The following committee chairmen were appointed: Harry Walch, Wich-

MIDGET PROOF BOX WILL GO SOUTH

WILLOUGHBY, OHIO—Admiral Richard E. Byrd, who usually does his exploring on a grand scale, stepped down into the realm of smaller things recently to assure his men an adequate supply of baked foods during a forthcoming trip to the South Pole. Adm. Byrd has ordered two special proof boxes for his expedition which are mere models to most bakers—the proof boxes will be no higher than 18 in. They were manufactured by Crescent Metal Products, Inc., whose engineers were given specific instruction to "build something compact with a high humidity rating."

ta Flour Mills Co., Sedalia, entertainment; Carl Muff, group insurance; Allen Lawrence, Colonial Baking Co., Springfield, label and sanitation, and Herman Barton, Columbia Baking Co., Columbia, membership.

The group was presented a decorative cake by Mr. Pasternak.

—BREAD IS THE STAFF OF LIFE—

Williams Baking Co. Will Settle Accounts

SCRANTON, PA.—Creditors of the Williams Baking Co., which firm's assets are now ready for disposal through bankruptcy proceedings, have approved a modified plan of debt repayment as suggested by the company.

The Williams firm has been a large factor in the economic and industrial life of the community, employing more than 250 locally and with an annual payroll of \$1,250,000; therefore, under the court arrangement, the company will continue under the same management.

The plan of debt disposal provides for payment of all wages and taxes in full in cash. It provides that all Class 2 debts involving merchandise be settled by payment of 75% of the original debt, plus a gradual reduction for holders of indenture bonds.

An order confirming the plan has been entered with the court by Thomas C. Gibbons, bankruptcy referee.

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.
Millers of Soft Winter Wheat.

We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

Evans Milling Co., Inc.

INDIANAPOLIS, IND., U.S.A.

Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 10,000 Bushels

CAHOKIA FLOUR CO.

ST. LOUIS, MO.

ACME — GOLD DRIFT

Better Bakery Flours

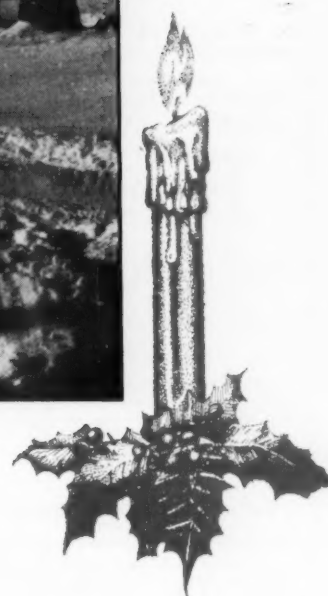
These Brands Meet Every Shop Need
The ACME FLOUR MILLS CO.
Oklahoma City, Okla.



TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS



Seasons Greetings

*to our faithful old friends,
to our many new friends
and to all of you
whose friendship
we hope to earn,
we extend our wishes
for a most cheerful
Christmas Holiday.*

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

ANSWERS TO "DO YOU KNOW?"

Questions on Page 32

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13. **False.** The volume of the rolls will be small and the grain will be quite coarse. The rolls will be flat and have glossy bottom crusts. The dough will be sticky and hard to handle.

14. **True.** If the steam is left on

too long, the crust may become thick and tough from excessive gelatinization of the starches on the surface of the loaves.

15. **True.** This will be necessary due to the perforated sheet of metal under the loaves absorbing some of the heat. Also, plenty of steam should be used in the oven. If trouble persists it may be necessary to make some adjustments in the formula or procedure used.

16. **False.** The fruit content should be at least 55% of the total fillings. The balance of the filling should be composed of water, juice, sugar, salt and thickener.

17. **False.** To produce kisses or meringues having a white color, they should be dried rather than baked. An oven temperature of about 225-240°F. is very satisfactory. Some bakers do not place the kisses or meringues in the oven at all, but allow them to dry on the pans on the rack or in a warm proof box without steam.

18. **False.** White rye flour has been found to work very well for a number of bakers. It has a high absorption and may replace dusting flour very nicely.

19. **True.** Egg shells are quite porous. By dipping the eggs in oil these pores are closed. The eggs will keep better and the moisture loss will be decreased.

20. **False.** The use of all granulated sugar will also produce good angel food cakes. When all granulated sugar is used, the top crust is inclined to be somewhat spotted with little white or greyish specks. When powdered sugar is used with the flour the tops of the cakes will appear unspotted and will feel smooth.

—BREAD IS THE STAFF OF LIFE—
BAKERY FOUNDER HONORED
BINGHAMTON, N.Y.—The name of the late Renna Z. Spaulding, founder of Spaulding Bakeries, Inc., led all the rest in the latest batch of suggestions for naming the new \$6,000,000 Susquehanna River Bridge. The Binghamton Press is sponsoring a bridge-naming contest.



Kenneth L. Cartwright

Kenneth Cartwright Joins Lake States Yeast Sales Force

RHINELANDER, WIS.—The Lake States Yeast Corp., Rhinelander, Wis., producers of food, pharmaceutical, and other nutritional yeast products, has appointed Kenneth L. Cartwright to the newly-created position of sales manager for its food and pharmaceutical products.

Mr. Cartwright brings to the firm experience as director of the biological laboratory, Anheuser-Busch, Inc., and sales manager for two leading yeast and pharmaceutical firms. He was responsible for the successful development and marketing of several new yeast products and specialties, including Gillan's Bakery, Moberly, first rated cake by Mr. Pasternak.

Prior to assuming his new position with Lake States, Mr. Cartwright was associated for several years with Charles Bowman and Co. in research and sales. He will headquarter at 500 Fifth Ave., New York City. Recently, the Lake States Yeast Corp., a subsidiary of the Rhinelander Paper Co., announced the introduction of dried torula yeast, U.S.P.

Our Own Bakeries to Consolidate Production

MARQUETTE, MICH.—The Sault Ste. Marie production operations of Our Own Bakeries will be transferred to Marquette soon, leaving only a distribution center at Sault Ste. Marie, reports Sherwin M. Overholt, president. Mr. Overholt said the move will be a consolidation of production facilities.

About 28 employees in Sault Ste. Marie are to be affected, and plans are to offer them employment in Marquette if they desire it, said Mr. Overholt.

Our Own Bakeries was formed in 1936 under the name of Merchants Wholesale Bakery. A year ago it was reorganized and the name changed to Our Own Bakeries.

SCHOLARSHIP WINNER

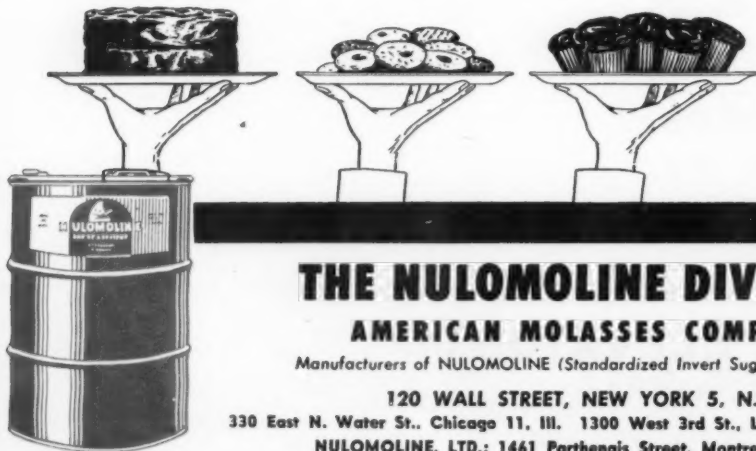
LOS ANGELES—Mrs. Josie Lee Kuhlman, Phoenix, Ariz., has been awarded the annual \$1,500 Langendorf scholarship to the outstanding Girl Scout executive in the West. H. W. Crandall, manager, Langendorf Cake-Cookie Division for southern California, announced the selection.

You can make better bread with
SUNNY KANSAS Flour
The WICHITA
Flour Mills Co.
WICHITA, KANSAS

GARLAND MILLS
INC.
GREENSBURG, INDIANA
Cake, Cracker and Family Flours

ACME RYE
A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

in
NULOMOLINE
it's the **LEVULOSE**



THE NULOMOLINE DIVISION AMERICAN MOLASSES COMPANY

Manufacturers of NULOMOLINE (Standardized Invert Sugar) and Syrups

120 WALL STREET, NEW YORK 5, N. Y.
330 East N. Water St., Chicago 11, Ill. 1300 West 3rd St., Los Angeles 17, Calif.
NULOMOLINE, LTD.: 1461 Parthenais Street, Montreal, Canada

Check the loss of flavor, aroma, and texture caused by staling. You need the Levulose in NULOMOLINE, the pioneer standardized invert sugar, to preserve longer the freshness of your cakes, cookies, and icings.

Levulose is that essential and unique ingredient of NULOMOLINE that retains the moisture in your baked goods and attracts moisture from the atmosphere.

For products that keep well from oven to table and assure repeat sales, use NULOMOLINE.

Booklet of balanced bakery formulas upon request.



Ringing the Baker's Doorbell

The King Bakery, Oriskany Falls, N.Y., recently celebrated a half century on Main St. It was 50 years ago that the late Clayton King took over the bakery from Floyd Crandall. Since his death 20 years ago, son Walter, has carried on the business.

A bakery department has been added to Irving's Variety Store, Fernandina Beach, Fla., and will carry a full line of baked foods, specializing in wedding and birthday cakes.

Mr. and Mrs. John M. Trimmer have purchased Don's Coffee shop and Bakery, Englewood, Fla., from Mr. and Mrs. Don Dinwiddie. The Trimmers are from Warwick, R.I., where they owned and operated Bill and Helen's Diner. They will specialize in home baked foods.

Darvill's Bakery, Stuart, Fla., has been remodeled and is now open.

Clarence Warrington, Warrington, Fla., has taken over his Warrington Bakery which he leased some months ago.

The Little Dutch Bakery, a branch of the St. Petersburg, Fla., store of the same name, has been opened at 15020 Madeira Way. The St. Petersburg bakery has been operated for more than 10 years by Herman Neibaum.

John Hernandez is opening a bakery in the new \$7,500,000 Flamingo Shopping Center, Hialeah, Fla. It will be operated as the Flamingo Bakery.

Klosterman's French Baking Co., Cincinnati, Ohio, has opened its seventh store in Swift Center. The store is operated by Retail Bakeries, Inc., a subsidiary of the Klosterman firm, and has been decorated in Gay Nineties fashion. Mrs. Olympia Boehl has been named manager. Klosterman's will open an eighth unit as soon as the Brentwood Center, now under construction, is completed.

The new Wozmak Bakery and Market opened recently in Utica, Mich. Leonard Makowski and Irene Woznicki are the owners.

Braak's Bakery, Spring Lake, Mich., has reopened for business after

completion of a \$50,000 repair and remodeling program. The firm was put out of business by an explosion five months ago.

Windridge Farm Dairy Kitchen, Inc., a bakery in Jeffersonville, Vt., operated by Alden Bryan and Wesley Pope, has purchased the former

J. S. Beard building into which it will move.

The Cake Box Bakers, Kansas City, Mo., will undertake a program of expansion and remodeling that will involve three of its stores within the coming year, reports Sam Pasternak, president. The original Cake

Box store, purchased at 63rd St. and Brookside Ave. in 1945, will be reopened early in 1957 in the new Meadow Lake shopping center. A new Cake Box store is in the process of being opened in North Kansas City, and a third unit is to be started in the Truman Corners Town & Country shopping center. Finally, the firm will double the size of its Prairie Village store soon, and a catering department will be added.

Hilo, Hawaii, was the recent scene of ground breaking ceremonies for a new \$52,000 plant to be known as Robert's Bakery. The owners are

Advertisement

INSIDE SCIENCE

A New Chapter In The Vital Story of Bread Enrichment

by Science Writer

Lighting 15 Candles

1956 is a milestone in the trend to nutritional improvement of processed foods. It marks the 15th Anniversary of white bread and white flour "enrichment" in the United States.



Back in the late 1930's millers and bakers began the restoration of vitamin B₁ to their foods. Later vitamin B₂, niacin and iron were included. Then in 1941 the concept of "enrichment" came into being: restoration of B₁, niacin and iron and fortification with a higher amount of B₂ than originally present in the wheat berry.

The baking and milling industries deserve the gratitude of the nation for thus insuring better foods for the nation's better health.

What Diet Experts Say

Physicians, dietitians, nutritionists, public health experts have supported enrichment from the start and continue to approve the practice. For example, a prominent public health nutritionist has said:

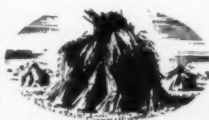
"... my first and most important suggestion to you—continue not only to enrich your white bread but continue to promote enrichment until all white bread in the United States is enriched, and continue to tell the public repeatedly and more effectively about the nutritional value of enriched white bread."



The U. S. Department of Agriculture credits the enrichment of white flour and bread for major improvements in the per capita daily food supply. Said the Department in the 1955 outlook issue of its publication "The National Food Situation"—"Enrichment and fortification of grain products continue to make an important contribution to the nutritive value of diets, especially in thiamine."

Why Enrich?

Americans want white bread to eat. Millers and bakers want white flour because it keeps better and bakes better. To produce this fine product, millers must process the grain to a high degree of whiteness—unavoidably milling out some values known to be necessary for good health.



Enrichment restores the important lost nutrients. It puts white flour and bread on a par with—in many cases actually ahead of—whole wheat products in their content of these factors which are necessary to good health and well-being:

Thiamine (vitamin B ₁)	Niacin (another "B" vitamin)
Riboflavin (vitamin B ₂)	Iron

What Values Do the Enriching Vitamins and Iron Have?



Thiamine is the vitamin which helps build physical and mental health. Essential for normal appetite, intestinal activity and sound nerves.

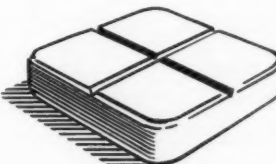
Riboflavin helps promote healthy body tissues and proper eye function.

Niacin is needed for healthy body tissues. Effective in treating and preventing pellagra.

Iron is the mineral used in enrichment. Essential for making good, red blood and in preventing nutritional anemia.

How Is White Bread Enriched?

Several methods may be used. In one, bakers use enriched white flour—flour which has been enriched at the mill according to federal definitions and standards of identity or state law.



Most bakers in the United States use a tablet or wafer. One of these contains enough thiamine, riboflavin, niacin and iron to enrich 100 lbs. of unenriched white flour—sufficient to produce 155 lbs. of white bread.

One popular form of wafer is known as "Square." Shown above in actual size, the "Square" wafer has many advantages for the baker.

Square wafers are distributed in two types by leading yeast companies throughout the United States:

Type A—for use in bread formulas requiring 3% or more non-fat milk solids.

Type B—for use in bread formulas requiring less than 3% non-fat milk solids.

How to Identify Enriched Bread

You can't tell enriched bread by its appearance or taste. If you live in one of the 27 states having laws requiring white flour and bread to be enriched you can assume you're getting these nutritionally improved products. But all packages of enriched flour, and all wrapped enriched white bread, must show the word "enriched." Look also for a declaration on your bread wrapper similar to this:

8 ounces of this enriched bread supply you with at least the following amounts of your minimum daily requirements for these essential food substances: Thiamine (vitamin B₁) 55%; Riboflavin (vitamin B₂) 17.5%; Niacin (another "B" vitamin) 5 milligrams; Iron 40%.

Wherever you go, insist on bread enriched with vitamins and iron for better nutrition—for better health—for better well-being.

Vitamins Are Made

While vitamins occur naturally in foods, most vitamins used in food processing are manufactured through the marvels of chemistry and engineering. At the huge Roche Park plant of Hoffmann-La Roche they are manufactured by the tons. Using amazingly complex processes with scientific production controls and intricate equipment, the Roche people produce pure vitamins that are equal chemically and in biological activity to Nature's own. So efficient are these operations that the vitamins are sold at lower prices than if they were extracted from natural sources.



This article is published as a service to the baking industry by a pioneer in enrichment—Hoffmann-La Roche Inc. Reprints are available on request without charge. Write to the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey.

Michigan Soft Wheat Flours
Plain or Self Rising
VOIGT MILLING CO.
GRAND RAPIDS, MICHIGAN

THE NEW CENTURY CO.
3339 So. Union Ave. Chicago 9, Ill.
Always in Market for Flour and Food
Producers of
DRIED BREWERS' GRAINS

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

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11. **False.** Sugar is a drying agent and will therefore make them more brittle. By replacing part of the sugar in the formula with either invert syrup or honey the hardness and brittleness will be decreased and the chewiness increased.

12. **True.** The cream should be at least 24 hours old before beating it. The cream should be as cold as possible and beaten in a cold bowl on either low or medium speed, never on high.

13. **False.** The volume of the rolls will be small and the grain will be quite coarse. The rolls will be flat and have glossy bottom crusts. The dough will be sticky and hard to handle.

14. **True.** If the steam is left on

too long, the crust may become thick and tough from excessive gelatinization of the starches on the surface of the loaves.

15. **True.** This will be necessary due to the perforated sheet of metal under the loaves absorbing some of the heat. Also, plenty of steam should be used in the oven. If trouble persists it may be necessary to make some adjustments in the formula or procedure used.

16. **False.** The fruit content should be at least 55% of the total fillings. The balance of the filling should be composed of water, juice, sugar, salt and thickener.

17. **False.** To produce kisses or meringues having a white color, they should be dried rather than baked. An oven temperature of about 225-240° F. is very satisfactory. Some bakers do not place the kisses or meringues in the oven at all, but allow them to dry on the pans on the rack or in a warm proof box without steam.

18. **False.** White rye flour has been found to work very well for a number of bakers. It has a high absorption and may replace dusting flour very nicely.

19. **True.** Egg shells are quite porous. By dipping the eggs in oil these pores are closed. The eggs will keep better and the moisture loss will be decreased.

20. **False.** The use of all granulated sugar will also produce good angel food cakes. When all granulated sugar is used, the top crust is inclined to be somewhat spotted with little white or greyish specks. When powdered sugar is used with the flour the tops of the cakes will appear unspotted and will feel smooth.

—BREAD IS THE STAFF OF LIFE—

BAKERY FOUNDER HONORED

BINGHAMTON, N.Y.—The name of the late Renna Z. Spaulding, founder of Spaulding Bakeries, Inc., led all the rest in the latest batch of suggestions for naming the new \$6,000,000 Susquehanna River Bridge. The Binghamton Press is sponsoring a bridge-naming contest.



Kenneth L. Cartwright

Kenneth Cartwright Joins Lake States Yeast Sales Force

RHINELANDER, WIS.—The Lake States Yeast Corp., Rhineland, Wis., producers of food, pharmaceutical, and other nutritional yeast products, has appointed Kenneth L. Cartwright to the newly-created position of sales manager for its food and pharmaceutical products.

Mr. Cartwright brings to the firm experience as director of the biological laboratory, Anheuser-Busch, Inc., and sales manager for two leading yeast and pharmaceutical firms. He was responsible for the successful development and marketing of several new yeast products and specialties, Jan, Gillan's Bakery, Moberly, first rated cake by Mr. Pasternak.

Prior to assuming his new position with Lake States, Mr. Cartwright was associated for several years with Charles Bowman and Co. in research and sales. He will headquarter at 500 Fifth Ave., New York City. Recently, the Lake States Yeast Corp., a subsidiary of the Rhineland Paper Co., announced the introduction of dried torula yeast, U.S.P.

—BREAD IS THE STAFF OF LIFE—

Our Own Bakeries to Consolidate Production

MARQUETTE, MICH.—The Sault Ste. Marie production operations of Our Own Bakeries will be transferred to Marquette soon, leaving only a distribution center at Sault Ste. Marie, reports Sherwin M. Overholt, president. Mr. Overholt said the move will be a consolidation of production facilities.

About 28 employees in Sault Ste. Marie are to be affected, and plans are to offer them employment in Marquette if they desire it, said Mr. Overholt.

Our Own Bakeries was formed in 1936 under the name of Merchants Wholesale Bakery. A year ago it was reorganized and the name changed to Our Own Bakeries.

—BREAD IS THE STAFF OF LIFE—

SCHOLARSHIP WINNER

LOS ANGELES—Mrs. Josie Lee Kuhlman, Phoenix, Ariz., has been awarded the annual \$1,500 Langendorf scholarship to the outstanding Girl Scout executive in the West. H. W. Crandall, manager, Langendorf Cake-Cookie Division for southern California, announced the selection.

You can make better bread with
SUNNY KANSAS Flour

**The WICHITA
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GREENSBURG, INDIANA

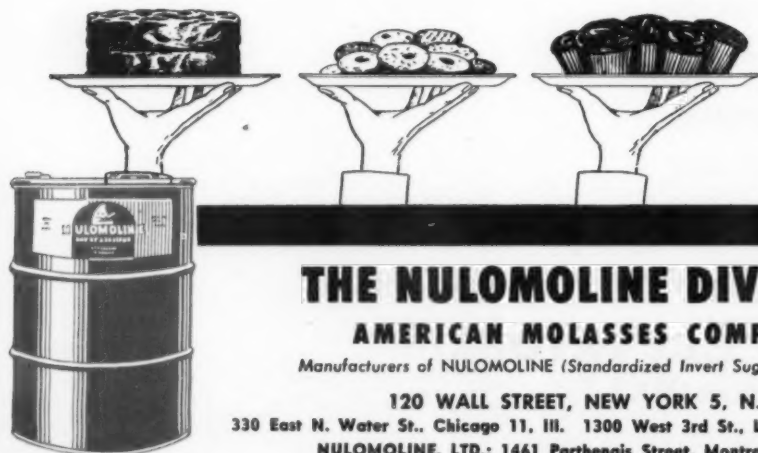
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A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades

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Levulose is that essential and unique ingredient of NULOMOLINE that retains the moisture in your baked goods and attracts moisture from the atmosphere.

For products that keep well from oven to table and assure repeat sales, use NULOMOLINE.

Booklet of balanced bakery formulas upon request.



Ringing the Baker's Doorbell

The King Bakery, **Oriskany Falls, N.Y.**, recently celebrated a half century on Main St. It was 50 years ago that the late Clayton King took over the bakery from Floyd Crandall. Since his death 20 years ago, son Walter, has carried on the business.

A bakery department has been added to Irving's Variety Store, **Fernandina Beach, Fla.**, and will carry a full line of baked foods, specializing in wedding and birthday cakes.

Mr. and Mrs. John M. Trimmer have purchased Don's Coffee shop and Bakery, **Englewood, Fla.**, from Mr. and Mrs. Don Dinwiddie. The Trimmers are from Warwick, R.I., where they owned and operated Bill and Helen's Diner. They will specialize in home baked foods.

Darvill's Bakery, **Stuart, Fla.**, has been remodeled and is now open.

Clarence Warrington, **Warrington, Fla.**, has taken over his Warrington Bakery which he leased some months ago.

The Little Dutch Bakery, a branch of the **St. Petersburg, Fla.**, store of the same name, has been opened at 15020 Madeira Way. The St. Petersburg bakery has been operated for more than 10 years by Herman Neibaum.

John Hernandez is opening a bakery in the new \$7,500,000 Flamingo Shopping Center, **Hialeah, Fla.** It will be operated as the Flamingo Bakery.

Klosterman's French Baking Co., **Cincinnati, Ohio**, has opened its seventh store in Swifton Center. The store is operated by Retail Bakeries, Inc., a subsidiary of the Klosterman firm, and has been decorated in Gay Nineties fashion. Mrs. Olympia Boehl has been named manager. Klosterman's will open an eighth unit as soon as the Brentwood Center, now under construction, is completed.

The new Wozmak Bakery and Market opened recently in **Utica, Mich.** Leonard Makowski and Irene Woznicki are the owners.

Braak's Bakery, **Spring Lake, Mich.**, has reopened for business after

completion of a \$50,000 repair and remodeling program. The firm was put out of business by an explosion five months ago.

Windridge Farm Dairy Kitchen, Inc., a bakery in **Jeffersonville, Vt.**, operated by Alden Bryan and Wesley Pope, has purchased the former

J. S. Beard building into which it will move.

The Cake Box Bakers, **Kansas City, Mo.**, will undertake a program of expansion and remodeling that will involve three of its stores within the coming year, reports Sam Pasternak, president. The original Cake

Box store, purchased at 63rd St. and Brookside Ave. in 1945, will be reopened early in 1957 in the new Meadow Lake shopping center. A new Cake Box store is in the process of being opened in **North Kansas City**, and a third unit is to be started in the Truman Corners Town & Country shopping center. Finally, the firm will double the size of its Prairie Village store soon, and a catering department will be added.

Hilo, Hawaii, was the recent scene of ground breaking ceremonies for a new \$52,000 plant to be known as Robert's Bakery. The owners are

Advertisement

INSIDE SCIENCE

A New Chapter In The Vital Story of Bread Enrichment

by Science Writer

Lighting 15 Candles

1956 is a milestone in the trend to nutritional improvement of processed foods. It marks the 15th Anniversary of white bread and white flour "enrichment" in the United States.



Back in the late 1930's millers and bakers began the restoration of vitamin B₁ to their foods. Later vitamin B₂, niacin and iron were included. Then in 1941 the concept of "enrichment" came into being: restoration of B₁, niacin and iron and fortification with a higher amount of B₂ than originally present in the wheat berry.

The baking and milling industries deserve the gratitude of the nation for thus insuring better foods for the nation's better health.

What Diet Experts Say

Physicians, dietitians, nutritionists, public health experts have supported enrichment from the start and continue to approve the practice. For example, a prominent public health nutritionist has said:

"... my first and most important suggestion to you—continue not only to enrich your white bread but continue to promote enrichment until all white bread in the United States is enriched, and continue to tell the public repeatedly and more effectively about the nutritional value of enriched white bread."



The U. S. Department of Agriculture credits the enrichment of white flour and bread for major improvements in the per capita daily food supply. Said the Department in the 1955 outlook issue of its publication "The National Food Situation"—"Enrichment and fortification of grain products continue to make an important contribution to the nutritive value of diets, especially in thiamine."

Why Enrich?

Americans want white bread to eat. Millers and bakers want white flour because it keeps better and bakes better. To produce this fine product, millers must process the grain to a high degree of whiteness—unavoidably milling out some values known to be necessary for good health.



Enrichment restores the important lost nutrients. It puts white flour and bread on a par with—in many cases actually ahead of—whole wheat products in their content of these factors which are necessary to good health and well-being:

Thiamine (vitamin B₁) Niacin (another "B" vitamin)
Riboflavin (vitamin B₂) Iron

What Values Do the Enriching Vitamins and Iron Have?

Thiamine is the vitamin which helps build physical and mental health. Essential for normal appetite, intestinal activity and sound nerves.



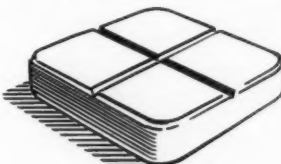
Riboflavin helps promote healthy body tissues and proper eye function.

Niacin is needed for healthy body tissues. Effective in treating and preventing pellagra.

Iron is the mineral used in enrichment. Essential for making good, red blood and in preventing nutritional anemia.

How Is White Bread Enriched?

Several methods may be used. In one, bakers use enriched white flour—flour which has been enriched at the mill according to federal definitions and standards of identity or state law.



Most bakers in the United States use a tablet or wafer. One of these contains enough thiamine, riboflavin, niacin and iron to enrich 100 lbs. of unenriched white flour—sufficient to produce 155 lbs. of white bread.

One popular form of wafer is known as "Square." Shown above in actual size, the "Square" wafer has many advantages for the baker.

Square wafers are distributed in two types by leading yeast companies throughout the United States:

Type A—for use in bread formulas requiring 3% or more non-fat milk solids.

Type B—for use in bread formulas requiring less than 3% non-fat milk solids.

How to Identify Enriched Bread

You can't tell enriched bread by its appearance or taste. If you live in one of the 27 states having laws requiring white flour and bread to be enriched you can assume you're getting these nutritionally improved products. But all packages of enriched flour, and all wrapped enriched white bread, must show the word "enriched." Look also for a declaration on your bread wrapper similar to this:

8 ounces of this enriched bread supply you with at least the following amounts of your minimum daily requirements for these essential food substances: Thiamine (vitamin B₁) 55%; Riboflavin (vitamin B₂) 17.5%; Niacin (another "B" vitamin) 5 milligrams; Iron 40%.

Wherever you go, insist on bread enriched with vitamins and iron for better nutrition—for better health—for better well-being.

Vitamins Are Made

While vitamins occur naturally in foods, most vitamins used in food processing are manufactured through the marvels of chemistry and engineering. At the huge Roche Park plant of Hoffmann-La Roche they are manufactured by the tons. Using amazingly complex processes with scientific production controls and intricate equipment, the Roche people produce pure vitamins that are equal chemically and in biological activity to Nature's own. So efficient are these operations that the vitamins are sold at lower prices than if they were extracted from natural sources.



This article is published as a service to the baking industry by a pioneer in enrichment—Hoffmann-La Roche Inc. Reprints are available on request without charge. Write to the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey.

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Always in Market for Flour and Feed
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HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

Zensho and Robert Taira, who will move their present bakery to the new building when it is completed.

The fifth unit of the Southern Maid Donut Co., **Dallas, Texas**, has been opened for business at the intersection of Loop 12 and Irving Blvd. by J. B. Hargrove.

Harold Dodge, Jr., has opened a new retail bakery in **Walden, Colo.**

Glenn Wilson has been appointed to the staff of the Rust Sales Co., **Denver, Colo.**, according to M. A. Rust, president. Specializing in the

field of doughnut production, Mr. Wilson will work in sales of Rustco bakery products.

The Glaze-O-Nut Shop is a new retail bakery opened recently in **Grand Junction, Colo.**, by R. I. and William G. Coopers.

Gates Bake Shops, **Corpus Christi, Texas**, has opened a new retail outlet in the Town and Country shopping center.

Al Fifer, president and treasurer of Frudeger Bakery Co., **Burlington,**

Iowa, has resigned and sold his interest to other employees. Mr. Fifer became principal owner of the bakery with Ernest Negley two years ago, after Mr. Fifer had managed the operation three years.

The Loken Bakery, owned and operated by Glenn Loken, **Aurora, Minn.**, has opened in new quarters next door to its former location.

Benders Bakery, **Denver, Colo.**, has opened a new retail outlet at Montview and Dayton Streets. This gives the Benders nine retail outlets in



Tom Nolle

Dick J. Walton

TO SALES POSTS—The appointment of Dick J. Walton and Tom Nolle as sales representatives of Caravan Products Co., Inc., has been announced by Alex Weber, vice president. The Passaic, N.J., firm makes specialty products for the baking industry. Mr. Nolle has spent 11 years in the baking industry and will represent Caravan in the Pittsburgh area. Mr. Walton, a veteran of 18 years in shortening sales, will represent Caravan in the Boston and New England region.

the Denver area, reports Andrew Kelleher, manager.

Krispy Kreme Doughnut Corp., **Winston-Salem, N.C.**, has opened its 73rd unit at 3923 E. Broad St., **Roseville, Ohio**, under Donald Rudolph, franchised dealer for Krispy Kreme.

The Clear Lake (**Iowa**) Bakery has been incorporated for \$150,000. William Burkhardt is president, secretary and treasurer. Hedy Burkhardt is vice president.

The Eldon (**Iowa**) Bakery has been reopened under the name Kenny's Pastry Shop after extensive remodeling. The owners are Mr. and Mrs. Kenneth James, formerly of **Burlington, Iowa**.

A bakery has been opened by the Randall Super-Valu store in the Litchfield Plaza shopping center, **Mitchell, S.D.** Herb Cain, formerly of **Sioux Falls**, will manage the bakery.

Mr. and Mrs. O. E. Foglesong, **Ottumwa, Iowa**, have purchased the Federal Bake Shop, 101 E. Main St. The business will now be known as Katie's Bakery. Mrs. Foglesong, for whom it is named, has been associated with the firm four years, the last 19 months as manager.

Mr. and Mrs. Myron Russell, **Hallock, Minn.**, are the new owners of the Karlstad (**Minn.**) Bakery. Allen Jevning has accepted the position of baker and assisted with remodeling. Mr. and Mrs. Lyle Nelson, the former owners, have decided to move to the West Coast.

Rushing's Super Market at **Ames, Iowa**, has installed a complete bakery department. The manager, Bud Nielsen, is a third-generation Danish baker. The five bakery employees at Rushing's represent 53 years of baking experience.



Throughout the ages the simple rite of breaking bread has been the symbol of man's good will toward man.

A gesture understood by everyone, everywhere.

A symbol with meaning unchanged.

Now in this holiday season, with the need for peace on earth as great as it has ever been, let us join heart and hand and break bread with friend and neighbor.

May all men live side by side—brothers.

A SEASON'S WISH FROM FLEISCHMANN

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

**DAVID HARUM
BAKERS FLOUR**
From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA



HISTORY OF BAKING—The two-volume encyclopedia on the American baking industry was on display at the American Bakers Assn. annual meeting for the first time. The illustration above shows one of the girls in charge of the display taking orders for the volumes from association dignitaries. Left to right are: Jake Golman, Oak Cliff Baking Co., Dallas, Texas; Miss Lois Conway, American Bakers Assn., Chicago; E. P. Mead, Mead's Bakery, Inc., Amarillo, Texas; and J. C. Koetting, Fehr Baking Co., Houston, Texas.

2-Volume Study Of Baking Industry Now Available

Baking in America. Two Volumes: Volume I, *Economic Development*, by W. G. Panschar (pp. xvi + 251); Volume II, *Market Organization and Competition*, by C. C. Slater (pp. xviii + 458). (A Northwestern University Study in Business History). Evanston, Ill.: Northwestern University Press, 1956. \$15 per set. (Orders should be sent to American Bakers Assn., 20 N. Wacker Drive, Chicago 6, Ill.)

What is the future of the baking industry? Is bread, the staff of life, destined to occupy a position of greater or lesser importance in the expanding food industry? In asking and supplying answers to these and other challenging questions, "Baking in America" belongs to a growing body of literature that seeks to portray American industry in the dynamics of its varying responses, past and present, to an ever-changing environment, the American Bakers Assn. points out.

In executing this approach under the aegis of Northwestern University's Center for Social Research, the authors have profitably supplemented economic analysis and research in both the published and unpublished literature of baking with several years of field work and first-hand observation of all types of baking operations and markets.

The first volume, *Economic Development*, by William Panschar, presents the evolution of baking from a craft in colonial times, its emergence as an industry during the last half of the 19th century, through its industrialization in the early decades of this century, to its adjustment to the ramified challenges accompanying the depression of the thirties and World War II.

Charles Slater, in the second volume entitled, *Market Organization and Competition*, presents a close-up view of the complex environment in which baking is operating in the present decade, the alternative responses that lie open to the industry in meeting an aggregation of challenging problems, and the specific alternatives today's industry has in fact selected.

For the economist and business

reader the two volumes compromise an illuminating case study, a systematic, almost clinical profile of shifting patterns and characteristics of competition in a basic food industry. Sociologists and general readers alike will find equally rewarding material in absorbing accounts of radical changes in baking wrought by such basic social changes as industrialization and accompanying urbanization, the employment of women outside the home, and drastically revised diet and shopping habits under the impacts of modern transportation, refrigeration and processing, ABA spokesmen emphasize.

The first volume chronicles an industry's history rich in accomplishments, but it leaves little room for complacency in any business confronted with today's changing markets. If there were the triumphs of timely key inventions to meet pressing needs, no less frequent were the heartbreaks of inventions that came too early to serve a growing industry. Growing pains frequently absorbed the industry to an extent that made it unresponsive to the needs of innovations in technology and distribution.

In the staggering mergers during the second and third decades of this century the reader may find much that is timely today.

The first part of Volume II analyzes how the patterns of consumer demand and shopping shape the distribution of bread and other products of this basic food industry. Extension of this analysis to production practices establishes the limits of economies enjoyed by large plants over small ones. Out of this combined analysis of supply and demand emerges the alternatives open to bakers in establishing output and marketing policies. How bakers have in fact responded to these alternatives is revealed in a study of prices and profits in some 50 independent markets that differed in the number of sellers, in size of marketing operations, and in a score of other important factors. In contrast to orthodox theory of economists, findings indicate that markets with few sellers do not cause a systematic increase in profits. Extended further, the author suggests, these findings might

comprise the basis for a new approach to the study of many important industrial markets.

The study concludes on a provocative note for all thoughtful businessmen. In effect, it asks whether or not the modern baker will adjust to the complexities and rigidities of today's business and social organization.

—BREAD IS THE STAFF OF LIFE—

Decorating Topic at Pennsylvania Meeting

Decoration of a cake so that it is suitable for the occasion at which it is used was stressed by Ernest Dörner of Dörner Bakery at a Pittsburgh meeting of the Retail Master Bakers Association of Western Pennsylvania.

Mr. Dörner exhibited five cakes which he had purchased at local bakeries, one for a boy of seven, one for a girl of seven, an infant, Father's Day and for a teenage party. All the cakes had decorations of roses, and all showed no individuality of design, he said.

"Who would give roses to an infant, a boy or girl of seven, a teenager or a father?" Mr. Dörner asked. "What family wants all the cakes for each family event celebrated with the same designs on each cake?"

Mr. Dörner then demonstrated decorations which are more suitable for various occasions.

—BREAD IS THE STAFF OF LIFE—

Oklahoma Bakers See Student Activities; Name New Officers

OKMULGEE, OKLA.—Harold Tice of the Colonial Baking Co., Oklahoma City, was elected president of the Oklahoma Bakers Assn. during a meeting at the Oklahoma Bakers School, Okmulgee.

Al Brown of Strain's Bakery, Duncan, was named vice president, and J. C. Summers, manager of the school, was elected secretary-treasurer. The election took place following a one day meeting.

The activities of students in the bread and rolls, cake, experimental bakery and cake decorating shops were viewed during the morning. Corn syrup and brew process demonstrations were conducted in the bread shop.

Following a luncheon, L. K. Covelle, director of the school, welcomed the group. The speaker during the afternoon session was John Tindall, associate director of the Waxed Paper Merchandising Council, Chicago. Mr. Tindall displayed a variety of colored advertising cards used by various food companies to emphasize the importance of design and color in advertising baked foods.



Thomas C. Melville

APPOINTED — Standard Brands, Inc., New York, has announced the appointment of Thomas C. Melville as assistant manager of sales promotion and advertising for the company's Fleischmann Division. After service in the U.S. Navy from 1944 to 1946, Mr. Melville was graduated from Boston University's School of Public Relations, where he received a B.S. degree in Journalism. He is also a graduate of the 20-week course in baking at the American Institute of Baking, where he was elected class president. Mr. Melville joined Fleischmann in 1951 and after working as extra route salesman, route salesman and sales representative, in Portland, Maine and Boston, Mass., he was made branch manager in Milwaukee.

New York Bakers Club Gives Honorary Award

NEW YORK — Approximately 130 members and guests attended the fall meeting of the Bakers Club, Inc., of New York at the Hotel Belmont Plaza.

Winners in the club's golf tournament were each presented with a silver cordial set. The winners were E. L. Timberman, Continental Baking Co., R. S. Sweet, Extrin Foods, Inc., and G. R. Grissinger, Read Standard Corp.

The honored guest was Frank S. Bamford, president, American Trade Publishing Co., who was presented with a silver replica of the Bakers Club membership card. Mr. Bamford, who is the only charter member of the club now active in the baking industry, has been made an honorary member.



OKLAHOMA BAKERS MEET—Bakers and representatives of allied trades took time out to pose with some of the students of the Oklahoma Bakers School during a meeting of the Oklahoma Bakers Assn. at Okmulgee. The activities of the students were viewed during the morning session of the one day meeting.

AN AVERAGE OF

24

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Experienced, precision
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La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

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DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
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NEW SPOKANE MILL ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND



ROCKY MOUNTAIN GOLFERS—Here are some of the bakers, allied tradesmen and spectators who participated in the recent golf tournament of the Rocky Mountain Bakers Assn. at Denver. In the photo at the extreme upper left are Fred Keading and Fred Linsenmaier. Mr. Keading is with the Mayflower Doughnut Corp. and Mr. Linsenmaier is secretary of the Rocky Mountain Bakers Assn. At the lower left are: E. A. Miller, White Kitchen

Pastry Shop, Colorado Springs, and Dale Brothers, Procter & Gamble, Denver. In the center picture are Pete Click, Rainbo Bread Co., Denver, one of the low gross score winners, and James Hallinan, Marathon Corp., Denver. At the far right are some spectators, Rush Harris, Colorado Milling & Elevator Co., James Holmes, Sr., Western Bakers Supply Co., and Glenn Swain, Old Homestead Baking Co., all of Denver.

**Rocky Mountain Golf
Tourney Draws Best
Attendance to Date**

DENVER, COLO.—The third annual fall handicap medal play golf tournament sponsored by the Rocky Mountain Bakers Assn. was held recently at the Park Hill Golf Club, Denver. Low gross score honors were divided between Pete Click, Rainbo Bread Co., and Steve Treacy, Colorado Milling & Elevator Co., both of Denver. Each finished the 18-hole course with a score of 69. Par for the course is 72.

Handicap winners were C. S. Milligan, Inland Paper Box Co., and Arthur Hanniman, Star Bakery. Their team finished with a net score of 128.

The second-place winners were Stan Self, Standard Brands, Inc., and

Henry Weiss, Allingham Bakery, Denver. Net score for the second place team was 133.

In third place was Pete Click, Rainbo Bread, Denver, and Steve Treacy, Colorado Milling & Elevator Co. Their net score was 136.

About 42 bakers and allied tradesmen entered the tournament this year, largest entry list to date. It comprised almost 50% bakers, including E. A. Miller, owner of the White Kitchen Pastry Shop at Colorado Springs, 75 miles away, and Vern Gillan, proprietor of the Home Bakery at Fort Collins, 65 miles away.

Fred Keading, Mayflower Doughnut Corp., Denver, was golf committee chairman. Fred Linsenmaier, Linsenmaier Bakery Service, Denver, was in charge of the tournament. James Holmes, Jr., Western Baker Supply Co., also on the golf committee, was unable to attend. A year ago Mr. Holmes won top honors by covering the course with a 70 score, with a minus-2 handicap.

The association is planning another tournament for next March or early April.

—BREAD IS THE STAFF OF LIFE—

BIG, BIG TEXAS . . .**Order for 850-Lb.
Cake Nothing New
For Dallas Baker**

DALLAS, TEXAS—An 850 lb. birthday cake was baked by Aston's English Bakery, Dallas, for the recent 50th anniversary open house of the Hesse Envelope Co. of Dallas.

The giant cake was not an out-of-the-ordinary order for owner Bill Aston, who gets specialty orders from places as distant as Houston, Galveston, El Paso and Corpus Christi, as well as from such out-state places as New Orleans, Kansas City and Philadelphia.

The open house was scheduled on a Monday, so Mr. Aston started his big cake the previous Saturday. It required 51 hours to mix, bake and decorate, and measured three by four feet at the base and was five feet in height.

It was decorated with 50 blue candles, a large icing envelope on top and two dozen small icing envelopes around the various tiers. Decorating was done by Mrs. Frances Goodrick.

The entire cake was eaten at two separate open house celebrations and, later, by 650 children at a Dallas orphanage.

**First Decade of
Virginia Bakers
Council Reviewed**

RICHMOND, VA.—The first 10 years of the Virginia Bakers Council, Inc., is reviewed in a booklet prepared and distributed by Harold K. Wilder, executive secretary.

In it Mr. Wilder has put information about the original member firms, a roster of the first officers and directors, and data about projects undertaken during the council's first decade.

Among some of the information compiled is an outline of the Virginia council's original code of fair trade practices adopted the first year.

The report gives information about membership, which grew from 11 original firms in 1946 to 30 wholesalers and 51 associates from the allied trades in 1956. (The retail segment was dropped in 1953.)

Among progressive steps made in 10 years that Mr. Wilder lists as most important are: 1) A specific program to increase the commercial use of bakery products, 2) Permanent establishment of a baking exhibit each year at the annual convention of the Virginia Food Dealers Assn., and the convention's regular "Break Bread With Your Baker" breakfast of bakers and food retailers, 3) An aggressive public relations program with respect to publishing trade and industry materials. Twenty-three publications, recipes and reprints of articles have been distributed since Oct. 1, 1955, reported Mr. Wilder. They include such important materials as the "Eat and Grow Slim" booklet, and reached 300 doctors, 60 home economics teachers, 20 managers of school lunch programs, 17 public health officials, 85 home demonstration agents and 30 home economists engaged in business.

—BREAD IS THE STAFF OF LIFE—

PACKAGE WINNERS

MILWAUKEE—Two bakery packages supplied by Milprint, Inc., were winners in the recent 1956 National Flexible Packaging Competition. The winning packages, one for Real Cherry Pie and the other a Salerno Double Chocolate Sandwich cookie bag, both received awards of merit in the foil sheets and rolls classification and foil bag classification, respectively. The Real Pie Bakers four real cherry pie package combination packs four pies instead of the usual two. The pies are square rather than round so no space is lost inside the package. The rotogravure foil overwrap is an example of appetite-appealing design. The foil lamination also protects the product.

QBA MEETING

(Continued from page 32)

Bercaw, William G. Botty, Harry H. Lange, Andrew S. Mather, W. Clyde Mearkle, William S. Morris, Fred H. Smith and Norton G. Warren.

Following the introduction of Miss Sunbeam—1956, the real life model of QBA's famous bakery trademark, by Stanley A. Andersen, public relations manager, Mr. Duchaine called for the adjournment of the conference.

QBA Adds Editor

NEW YORK—Quality Bakers of America Cooperative, Inc., 120 W. 42nd St., has announced the appointment of Robert W. Barnitt as managing editor of the official publication, "The Quality Grocer."

In his new position, Mr. Barnitt will be responsible for the monthly release of the magazine which presently has a circulation of more than 50,000 among the grocers and supermarkets throughout the U.S. and Canada. Mr. Barnitt, who was formerly publications editor of Thomas J. Lipton, Inc., brings wide experience in the field of editorial and publicity work to his new post.

He is a member of the International Council of Industrial Editors and the American Association of Industrial Editors.

—BREAD IS THE STAFF OF LIFE—

Peoria Bakery Uses New Home To "Tell" Story

PEORIA, ILL.—The Colonial Bakery of Peoria spoke up for its products with a "talking house" during a recent publicity campaign.

In cooperation with a large building concern, Colonial showed its baked products for eight days at an open house in a new model home in a new subdivision near the city. The home was completely furnished with furniture and appliances.

Colonial had its loaves of bread and other products displayed in cabinets and in other strategic places in the kitchen. Whenever a visitor remarked about the bread, a voice, seemingly coming from the cabinet, would give full details about the bread and other baked foods.

Visitors soon learned that the model home had been wired with concealed two-way microphones for the open house. Whenever they mentioned the bread, a hidden expert heard them and replied with information on Colonial Bakery products.

Approximately 12,000 persons passed through the "talking house" and heard about Colonial baked products. The bakery also featured its products in an advertisement in a special 12-page newspaper section which was devoted to the open house.

KNAPPEN MILLING COMPANY
Producers of
**BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS**
AUGUSTA, MICH. PHONE 320

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND.

Demand for Bread, Rolls Growing, AMF Reports in Article

NEW YORK—The use of automatic equipment has made it possible for the baking industry to keep up with the national demand for rolls that is now running at the rate of 100 million rolls per day, according to an article which appeared in a special 16-page illustrated magazine supplement entirely about American Machine & Foundry Co. in a recent Sun-

day edition of the New York Times.

Many of these rolls are made on the AMF "Pan-O-Mat" and automatic roll machine, the article also points out, also saying that 30 years ago AMF pioneered in the development of an automatic bread wrapping machine.

This magazine supplement marked the first time in the history of the Times that an industrial company took a complete supplement to tell its own story. A total of 1,230,067 copies of the magazine supplement were distributed with the regular edition of the Times. In addition, AMF distributed 500,000 copies to employees, new

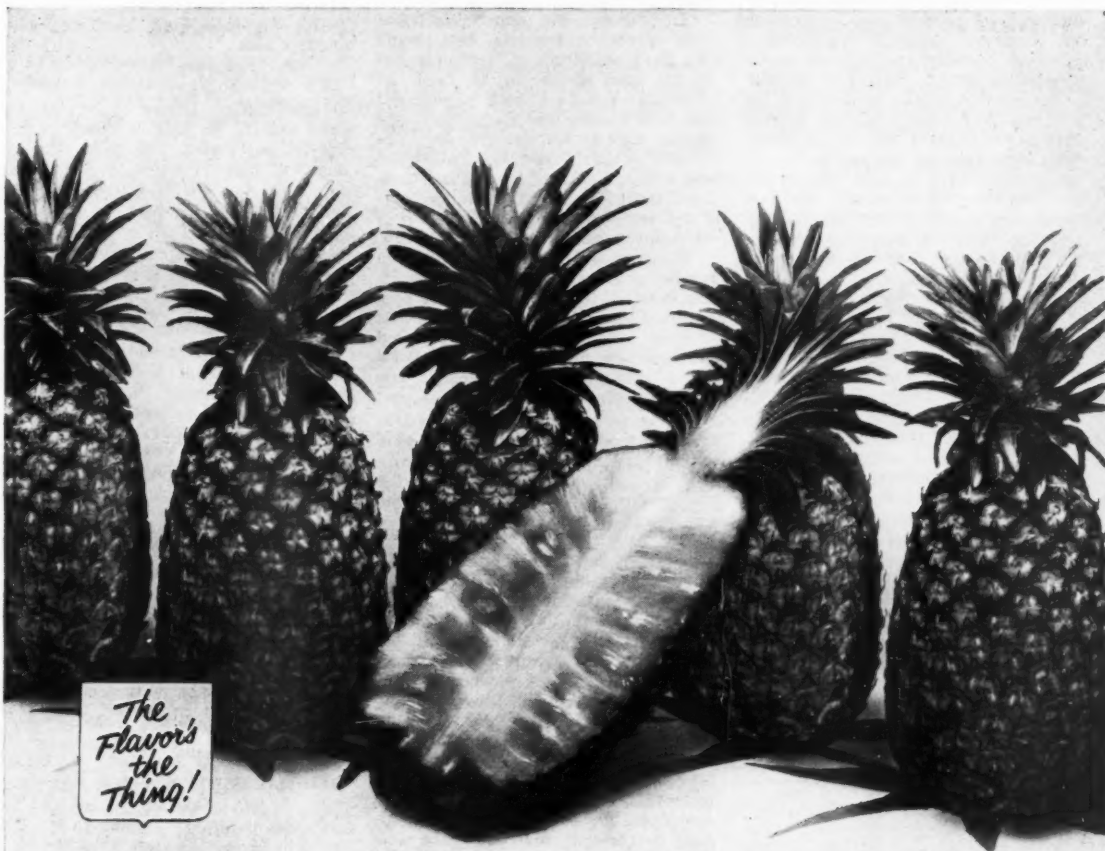
stockholders, customers, and prospective employees.

An estimated 300,000 copies are being distributed at AMF's exhibit in Grand Central Terminal at the Merrill Lynch, Pierce, Fenner & Beane Investment Information Center.

—BREAD IS THE STAFF OF LIFE—

BUILDING COMPLETED

NEW YORK—Clearprint, Inc., printers and converters to polyethylene, cellophane and flexible packaging materials, has announced the completion of a new building. This addition, constructed adjacent to its original building, will double the company's factory floor space.

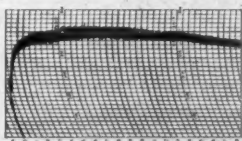


The delicate aroma of a freshly sliced pineapple is just one evidence of Nature's handiwork in creating flavor for eating enjoyment. Nature also enables you to put tempting flavor into your bread through the use of Wytase—the natural food ingredient that

extends the mixing tolerance making it easier to catch the dough at its peak of flavor.

Few bakers try to make bread in these modern times without Wytase... it has no substitute for making bread that the American public likes.

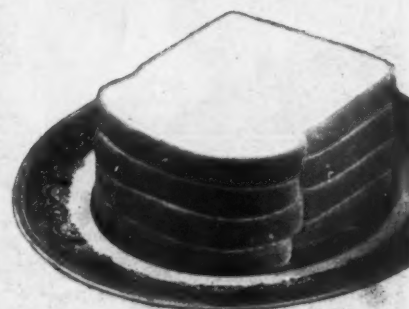
FLAVORFUL WHITE BREAD



**WYTASE EXTENDS
MIXING TOLERANCE**
Farinograph charts in full size showing Wytase mixing tolerance are available.

made with
Wytase
REG. U.S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

FOOD OUTLOOK—Addressing newspaper and food editors, Paul S. Willis, president of the Grocery Manufacturers of America, said he could see no end to food product development in the years just ahead. To the question: "Can we possibly maintain our present rapid growth rate?" he replied:

"As we see it, this is only the beginning. Not only will our growth rate be maintained, but it will be accelerated. Just as two-thirds of our present sales are on items which are new and improved within the last decade, my guess is that the grocery store of 1966 will carry upwards of 10,000 items and that a good number of these will be new.

"There is no indication at present of any slowdown in new product development. Leading distributors tell us that they are receiving anywhere from 50 to 200 proposals a week from manufacturers. Grocery manufacturers are spending around \$80 million a year on product research alone . . . research aimed at bringing out new and improved products. More new research centers have been blueprinted and constructed by food processing companies in the past couple of years than at any time I can remember.

"Even though a big population increase is forecast for the years ahead, there will continue to be plenty to eat. Our farmers have found ways to produce more food on fewer acres with fewer people. Likewise food processors and distributors, by investing heavily in new facilities and new methods, have also stepped up production per man hour. New ways of

processing have been found to more effectively preserve food with less waste. All these trends are continuing.

"In addition, the industry is doing a lot of practical crystal ball gazing into the possibilities of electronic and atomic food preservation. Look at these two potatoes, both a year old and both stored under identical conditions. One is just an ordinary, untreated potato; it is black, shriveled and sprouting. This nice one has been irradiated. It is harmless and edible; it will not shrivel for at least another six months, and it will never sprout.

"If we should run out of food from normal sources, there are the limitless possibilities of commercially produced algae from the sea and the creation of nutrients by chemical processes—a pill a day. I hope we never come to that—there is too much enjoyment in eating."

● **A venture in good eating**—"To date our new foods have provided not only good nutrition and economical convenience, they have brought the homemaker and her whole family the enjoyment of good eating and good health. Our people have never been as healthy and as strong. This isn't all because they are eating better, but better eating has certainly made its contribution.

"The future expansion of our industry, the further rise in the stature of newspaper food editors, and the continued improvement in the diet of the American people will all be served by an intensified effort to promote good eating. I would like to suggest that all of us redouble our efforts to promote this, especially so since most of our people have the income to buy an even better diet than they are now consuming."

Thanks to the convenience offered by prepared and semi-prepared foods, the average American housewife spends about 90 minutes a day in meal preparation. Many of her European sisters-in-housekeeping still spend from five to six hours a day in the kitchen.

Thanks to steadily advancing food technology based on scientific research, and steadily improving processing and production methods and distribution safeguards, the American housewife has added confidence in the food processor to her confidence in the grocer.—Roy H. Walters, vice president of General Foods Corp.



Edward Smeadle

SALES ENGINEER—Edward Smeadle has been appointed direct factory sales engineer of Chicago Metallic Mfg. Co., Chicago. In his new position Mr. Smeadle will cover western Pennsylvania, parts of New York, West Virginia and Ohio. His appointment was announced by Jerome H. Debs, president. Mr. Smeadle has served the baking industry through the allied trades for 24 years.

FORMULAS

(Continued from page 24)

is stiff and then add vanilla to suit.
Note: Pour the cooked syrup slowly into the beaten whites while beating.

GOLDEN MACAROON LAYERS

Cream together for about 3 min.:

4 lb. granulated sugar
1 lb. 8 oz. shortening (emulsifying type)
1 1/4 oz. salt
Vanilla to suit

Add gradually:

2 lb. 8 oz. eggs

Add and mix for about 2 min.:

2 lb. 8 oz. milk

Sift together, add and mix for about 4 min.:

3 lb. 12 oz. cake flour

1 1/2 oz. baking powder

Deposit 9 oz. batter in 7-in. layer pans and 12 oz. in 8-in. layer pans. Spread out evenly and then with a bag and tube run out in macaroon shapes a number of round dots on top of the batter. Keep the dots at least a quarter of an inch from the edge of the pans. Then bake at about 330° F. After baking and when cooled, ice the sides of the layers with butter cream icing and cover with toasted macaroon coconut.

Note: If desired, cover only one-half of the layers with the macaroon topping. After baking the cakes, use the plain layers for the bottoms and place a good raspberry jam on top. Then place a layer with the macaroon topping on top of that. Ice the cakes on the sides and cover with toasted macaroon coconut.

Coconut Macaroon Topping

Beat until light:

2 lb. egg whites

2 lb. sugar

1/2 oz. salt

1/2 oz. cream of tartar

Mix together and stir in carefully:

2 lb. 8 oz. macaroon coconut

1 lb. 8 oz. sugar

Then add:

Vanilla to suit

WHOLE WHEAT APPLE SAUCE CAKES

Cream together:

3 lb. brown sugar

1 lb. 8 oz. shortening

1 oz. soda

1/2 oz. cinnamon

1/4 oz. cloves

1/4 oz. mace

1 oz. salt

Lemon flavor to suit

Add gradually:

10 oz. whole eggs

Then mix in:

2 lb. chopped nuts

3 lb. seedless raisins

Then add alternately:

3 lb. whole wheat flour

4 lb. 8 oz. apple sauce

Deposit in layer, loaf and cupcake pans. Bake at about 370 to 375° F.

Note: If the apple sauce is sweetened, decrease sugar in formula the same amount that is contained in the apple sauce.

Boiled Icing

Boil to 242 to 244° F.:

6 lb. granulated sugar

8 oz. invert sugar

1 lb. 8 oz. water

Then beat:

1 qt. egg whites

A pinch of salt

A pinch cream of tartar

While beating, add:

8 oz. powdered sugar

When stiff enough, add the boiled mass slowly and continue beating.

Then add:

1 lb. powdered sugar

Flavor to suit

HONEY DELIGHT CAKES

Cream for 5 min. at low speed:

1 lb. 8 oz. brown sugar (sifted)

1 lb. 4 oz. granulated sugar

1 lb. emulsifying type shortening

8 oz. butter

12 oz. cake flour

1 1/4 oz. salt

Add gradually:

2 lb. whole eggs

Mix together and add about 1/2:

2 lb. 8 oz. milk

1 lb. 8 oz. honey

Vanilla to suit

Sift together, add and mix in until smooth:

3 lb. cake flour

2 oz. baking powder

Then add the balance of the milk-honey mixture gradually and mix for about 3 min. at low speed.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period for a smooth batter.

Deposit in pans of desired size and bake at about 360 to 370° F. When baked and cool, ice the cakes with the following icing:

Honey Marshmallow

Dissolve and place in cake machine bowl:

4 oz. gelatin

2 lb. 8 oz. hot water

Add and beat:

10 lb. powdered sugar

1/4 oz. salt

When about half beaten add and beat until stiff:

3 lb. 8 oz. honey

Vanilla to suit.

As soon as the cakes are iced sprinkle the tops with chopped nuts, coconut or fine grated sweet chocolate.

RUM LAYER CAKES

Cream together for 3 min.:

3 lb. cake flour

1 lb. butter

1 lb. 8 oz. shortening

Sift together and add:

6 lb. 4 oz. granulated sugar

2 lb. cake flour

2 1/4 oz. salt

8 oz. milk solids (non-fat)

4 1/2 oz. baking powder

Then add and mix for 3 min.:

2 lb. 4 oz. water

Add and mix for 3 min.:

3 lb. 8 oz. egg whites

Add and mix for 5 min.:

1 lb. water

Rum flavor to suit

Deposit into pans of desired size and bake at about 360° F. When baked and cooled fill and ice with the following icing:

Rum Cream Icing

Mix together:

3 lb. powdered sugar

1 lb. 8 oz. butter

1 lb. 8 oz. shortening

1/2 oz. salt

Add:

2 lb. 8 oz. cream

Rum flavor to suit

Then add:

2 lb. 12 oz. boiled type icing

Boiled Type Icing

Whip until light:

1 lb. 8 oz. egg whites

Add gradually and whip until firm:

1 lb. 8 oz. powdered sugar

1/2 oz. salt

Add gradually:

1 lb. hot corn syrup (200° F.)

Vanilla to suit

Continue beating until the consistency of boiled icing is reached.

Note: Rum liquor may be used instead of rum flavor.

THE BAKE SHOP

Trouble Shooter

Cream Icing

Will you be so kind as to send me a formula for a chocolate cream icing using cocoa and another using chocolate liquor?—I. C., Pa.

Here are two formulas for chocolate cream icing that you may wish to use.

COCOA CREAM ICING

Mix together until smooth:

18 lb. emulsifying shortening
9 lb. cocoa
5 oz. salt

Add gradually and mix until smooth:

19 lb. water (120° F.)
Add and mix until smooth:
41 lb. powdered sugar
10 lb. stabilizer

Then add and cream until light:

20 lb. powdered sugar
Vanilla to suit

CHOCOLATE CREAM ICING

Cream together:

25 lb. powdered sugar
5 lb. stabilizer
5 lb. emulsifying shortening
5 lb. 8 oz. water
3 oz. salt

Add and continue creaming:

3 lb. water (100° F.)

Add and mix until smooth:

10 lb. powdered sugar

Add gradually and mix until light:

6 lb. melted bitter chocolate
Vanilla to suit

Note: The consistency of the icings may be varied by increasing or decreasing the amount of water.

Stabilizer

Sift together thoroughly:

16 lb. milk solids (non-fat)
14 lb. hard wheat flour
1 lb. 2 oz. gum tragacanth

Soft Bread

Is there a formula for enriched bread that you can give me to take home to Australia?—J. S., Cal.

Here is one with potato flour, although you may substitute rice flour, or even regular bread flour. Remember, however, to make adjustments in the fermentation time of your sponge and dough to compensate for different flour than we use in the U.S.

SUPER SOFT PAN BREAD

Sponge:

300 lb. flour
180 lb. water
12 lb. 8 oz. yeast
1 lb. 4 oz. yeast food
5 lb. malt
5 enrichment tablets

Sponge temperature 76° F. Fermentation time 4 hours and 30 min.

Dough:

185 lb. flour
15 lb. potato flour
155 lb. water (variable)
11 lb. 4 oz. salt
35 lb. sugar (sucrose or dextrose)
20 lb. shortening
30 lb. milk solids (non-fat)

Dough temperature 80° F. Floor time 20 to 30 min.

Note: Use shortening containing diglycerides and mono-glycerides if you want to produce a "soft" type of bread.

Icing

Please send me the formula for an icing I can use for decorating. I want to make roses and decorations such as that.—W. P. S., Wis.

I have your request for a formula for icing for decorating. Here is a formula for butter cream icing which may be used for the making of roses and borders. I am also giving you one for an icing used for making roses only with a very shiny, delicate, waxy appearance.

BUTTER CREAM ICING

2½ lb. shortening (emulsifying type)

1 oz. salt
10 oz. milk solids (non-fat)
1 lb. 12 oz. water
1 oz. vanilla
10 lb. powdered sugar

Place the shortening, salt and milk powder in machine bowl. Put the flavor in the water and add slowly to the shortening while it is being whipped. After the water is well incorporated, add the powdered sugar, which has been sifted. Continue to whip until the icing is light. Then it is ready. Keep icing covered with a damp cloth when not in use.

ICING FOR ROSES

Mix by hand:

2 lb. powdered sugar
1 lb. hydrogenated shortening
4 oz. egg whites
½ oz. salt
Vanilla flavor

Rub smooth. Add the whites slowly. Do not cream light.

Spiced Cup Cakes

Would like to have a formula for spiced cup cakes of good quality—J. P., N.Y.

I have your request for a formula for spice cup cakes of good quality. Here are two formulas you may wish to try.

SOUTHERN SPICE CUP CAKES (No. 1)

Cream together until light:

3 lb. 4 oz. brown sugar
1 lb. 2 oz. shortening
¾ oz. salt
¾ oz. soda
½ oz. cinnamon
¼ oz. allspice
¼ oz. cloves

Add alternately:

2 lb. 8 oz. cake flour

With:

1 lb. 8 oz. buttermilk

Then mix in until light:

1 lb. 2 oz. whole eggs

Note: If the brown sugar is lumpy be sure to run it through a sieve to prevent sugar spots in the cakes.

SPICE CUP CAKES (No. 2)

Mix together for about 3 min.:

3 lb. cake flour
1 lb. 8 oz. emulsifying type shortening
12 oz. butter

Sift together and add:

6 lb. granulated sugar
2 lb. cake flour
3 oz. salt
½ oz. soda
2½ oz. baking powder
2 oz. cinnamon
½ oz. ginger
½ oz. allspice
¼ oz. nutmeg

Then add and mix for about 3 min.:

2 lb. 12 oz. milk

Then add and mix for about 3 min.:

2 lb. 8 oz. whole eggs

Then add and mix for 3 min.:

1 lb. 8 oz. molasses

2 lb. 4 oz. milk

Note: Scrape down the bowl and mixing arm several times during the mixing procedure.

Sour Bread

I need a one-gallon formula for sour french bread, one which I may use on a ship at sea.—J.B., Cal.

Here is one for sour french rye bread, but I might state that considering the amount of time required and the small amount of bread you wish to make, it may not be worth the effort required.

SOUR FRENCH BREAD

Sour Sponge:

1 lb. hard wheat flour
14 oz. water
¼ oz. yeast

Mix this into a smooth, soft sponge. Temperature 82° F. Place in a wooden pail and allow to ferment for about 12 hours.

When thoroughly soured, add:

7 lb. 8 oz. hard wheat flour
4 lb. 8 oz. water

Mix until smooth. Temperature 78° F. Fermentation time 4 hours.

Then add:

8 lb. hard wheat flour
5½ oz. salt
4 lb. water (variable)

Mix into a medium stiff dough. Temperature 80° F. Scale immediately and round up. Give fairly long proof before molding. Bake with plenty of steam in the oven.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota

KELLY- ERICKSON

Company, Inc.

OMAHA

NEW YORK

SAN FRANCISCO

We Operate
Our Own
Laboratories
Including
Pilot Bakery

Klein Supermarkets Will Make Bakery Products

MINNEAPOLIS — A bakery for production and distribution of its own products has been established by Klein Supermarkets, Inc., Minneapolis. The bakery will be managed by Wallace H. Pearson, formerly with Kitchen & Kupboard Baking Co.

Harry Klein is president and general manager of Klein Supermarkets, Inc.

—BREAD IS THE STAFF OF LIFE—

JOINS SUPPLY FIRM

DENVER, COLO.—Glenn Wilson, an authority on all phases of the doughnut trade, has joined the sales staff of Rust Sales Co., bakery supply house, Denver. Mr. Wilson will devote most of his time to production service, equipment and sales work. He has 12 years experience in the business.

—BREAD IS THE STAFF OF LIFE—

Read-Capitol Merger Changes Described

NEW YORK — Increased expenditures in new equipment, design development and expanded sales and service organizations are among the changes planned in Read Standard's organization by the Capitol Products Corp., which recently acquired Read Standard by merger. Eugene Gurkoff, president of Capitol, revealed these plans at a luncheon meeting.

"There have been rumors of liquidation involving Read Standard," Mr. Gurkoff declared. "I want to make it very clear that the new Read Standard Division of Capitol Products Corp. is a profitable and successful business. With more aggressive management, Read Standard can become increasingly profitable and successful. It can very well become the leader in its industry. I think we are prepared to supply that management. We certainly do not contemplate liquidating so successful a business."

"The Read Standard Division will continue its current operations as long as there is a demand for bakery equipment and other equipment," Mr. Gurkoff concluded.

The merger joined a 52-year-old firm with a four-year-old firm. The Capitol Products Corp. was founded in August of 1952 in Harrisburg, Pa.,



T. F. Freed

HEADS READ STANDARD—T. F. Freed has been appointed vice president and divisional operations manager of the Read Standard Division of Capitol Products Corp. He replaces for managerial purposes E. Archer Turner, president of Read Standard until that firm was acquired by Capitol. Mr. Freed, who was formerly general manager of the York plant, has been with Read Standard for 38 years. He presently is president of the Bakery Equipment Manufacturers Assn.

by Mr. Gurkoff. The firm's plant facilities have grown from a former automobile showroom and garage in Harrisburg to a 200,000 square-foot plant that Capitol has built at Mechanicsburg, Pa.

Read Standard was founded in 1904 at the Read Machinery Co. to make mixers for bakeries and large kitchens. Standard Stoker Corp. was founded in 1913 to make stokers for coal-powered locomotives. When the railroads began switching to diesel locomotives in 1945, Standard Stoker, searching for new product areas, bought the Read Machinery Co. The two firms merged in 1947 to permit Standard Stoker management to take over the Read operation and in 1951, the corporate name was changed to Read Standard Corp.

POLAR BEAR FLOUR IS KING



Real savings in bread production costs must come from true flour quality. And for that type of increased baking efficiency, you can rely on the famous POLAR BEAR flour, dependable and full of good baking day after day.

FOUNDED BY
ANDREW J. HUNT-1899

The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS



Napoleon CREAM SLICES

French Pastry at its best!

A PASTRY FAVORITE—Durkee Famous Foods is offering bakers the formula and merchandising aids for Napoleon Cream Slices, a French pastry favorite. The formula, say Durkee specialists, is economical because it utilizes a basic dough that can be used for other forms of filled pastries. The merchandising kit includes a self-standing easel card and banners with full-color illustrations of the slices. The promotion is one of several Durkee will sponsor with bakers over the next 10 months.

UNDERSTANDING SUPERMARKET METHODS

(Continued from page 30)

that although A&P did 41% of the total food business in the Milwaukee area, they did only 11% of the total bakery business, and the break down of this figure reveals through very accurate sources that no more than 25% of this total is in the cheap bread category. The remainder sold at premium prices which, in most instances, exceed the retail price of comparable products in the independent food stores.

Variety Needed

Another challenge which we must face if we are to justify our existence in the supermarket is to furnish it with the variety of merchandise which has been the backbone of its growth. It will come as a shock to many people that the average sale of individual items in a supermarket is less than 24 per week. Sales have been

studied so carefully that operators know that any product moving at the rate of 12 items per week is a profitable item. The very basis of supermarket merchandising is variety. If we are to increase our importance in the supermarket, we must furnish it with a variety of attractive impulse items which stop shoppers and create sales.

The stale challenge in a supermarket is a challenge which can only be met by careful analysis of its day to day traffic. The solution to this problem ties in very neatly with the necessary sales story required to overcome the decreasing shelf space available in most markets and to receive a fair allocation of space. No one today questions the value of product control and analysis on each route. By the same token, if we are to bring to the supermarket operator an understanding of our problems, we must perform the same services in the individual bakery departments of the supermarkets. The bakery merchandiser who gains the support of the supermarket operator in designing and laying out a suitable department will only have done so by maintaining a complete item by item order control for his department which reveals the items which only take up space and create sales and which illustrate what can be done by giving the high impulse, high profit items the space they deserve.

I doubt that there is a single supermarket operator who cannot be sold on this basis to devote the proper space, lighting and design to his bakery department. Keeping it then and making it show a profit can only be done by an accurate sales record for the entire department.

Now we come to what seems to me as the greatest one challenge of all. We know that on a national average people shop at the supermarkets 1 1/4 times per week. We also know that those same people shop for bakery products on an average of 3 1/4 times a week. What greater challenge then exists than to increase the average sale of bakery products to those customers on those 1 1/4 trips per week to the supermarket? In a supermarket doing an average business of \$45,000 per week, we know that over 10,000 people per week will pass our department. What a tremendous opportunity not only to increase our sales through variety, display and proper lighting, but also to make favorable impressions at that one given spot

which will carry over to those other trips we know those customers will make during the week to other smaller retail outlets where our same merchandise is displayed.

What wouldn't we have given 20 years ago, before the supermarket came into inception, to have been able week after week to expose our complete line to 10,000 people shopping for food at one location?

This, then is the challenge: Impress those 10,000 people with the appetite appeal and the convenience factors of our line.

I realize that some of the practices that exist in supermarket merchandising make these jobs difficult, and union regulations make some of the service requirements difficult to perform. We must nevertheless lay out our plan on what we know is the best foundation and is based on the ideal situation.

Then, recognizing the known limitations and existing handicaps, not to permit them to stifle our ingenuity and destroy the initiative required to cope with these situations we can live with this giant which has been brought about by this revolution in retailing.

—BREAD IS THE STAFF OF LIFE—

Sanitation in Bakery Plants at Peak, AIB Says

CHICAGO—Throughout the baking industry in the U.S. there has been a universal adoption of higher standards of baking sanitation, particularly in those plants which subscribe to the inspection training service of the American Institute of Baking, the institute said recently.

Consideration of the new needs of bakery plants in terms of this improvement was on the schedule of most sessions of the recent meeting of the entire staff of the department of bakery sanitation of the institute. The standards which previously were set by the department now are being revised and upgraded. They give more attention to housekeeping, greater emphasis to operational appearance and to improved programs of foreign material control.

Eight sanitarians now work in the field in the various areas of the country, and the expanding operations make possible inspection and training programs not only for all segments of the baking industry—bread and rolls, pies, cakes, cookies, and other sweet goods—but also programs for the allied trades of the baking industry.

Extensive work presently is being planned with flour mills.

The three sanitarians who most recently joined the staff of the department remained in Chicago for the course in bakery sanitation which immediately followed the staff meeting. Maurice C. Kaser and Anthony P. Miano participated as regular class members, and Richard J. Makowski both participated and lectured.

ASSISANT MANAGER NAMED

FRESNO, CAL.—Donald C. White has been named assistant manager of the California Raisin Advisory Board. A marketing and distribution graduate of Fresno State College, Mr. White is a native of the San Joaquin Valley. Prior to joining the California Raisin Advisory Board he worked for Merrill Lynch, Pierce, Fenner and Beane as a commodity and stock broker and was in the cotton business with his father for several years.

Married and the father of two children, Mr. White spent two years in the U.S. Marine Corps where he was engaged in athletics and public relations. He replaces Carl W. Wills who has taken a position with the California Dried Fruit Research Institute in San Francisco.

—BREAD IS THE STAFF OF LIFE—

WISCONSIN CONVENTION

MILWAUKEE—Wausau, Wis., has been selected for the 1957 Wisconsin Bakers Assn. convention to be held next September. Wausau was chosen by governors of the association at the recent 1956 convention. Members are from Wisconsin and Upper Michigan.

World's Best & Hardest Rolls



TURN-TUFF ROLLS

Manufactured by E. R. & F. Turner
World's Largest Roll Makers

FLOUR ROLLS—FEED ROLLS—FLAKING ROLLS—SOYA ROLLS—RICE ROLLS

If it's rolls, we have them! For any size mill. Diameter sizes 7", 8", 9", 10", 12", 15", 18" and 20". Lengths 12 to 42 inches. Most sizes delivered from stock—blanks or journaled and corrugated.

Special Quantity Prices

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Exclusive U. S. Agents for
TURNER ROLL CHILLS

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ROSS ROLLERATORS and HEAVY DUTY FLAKING MILLS

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Plain and Self-Rising

A Flour Without Equal
Anywhere

BUHLER MILL & ELEVATOR CO.

• Mill & Gen. Offices, Buhler, Kansas
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J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTs. SACKS

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin



Richard J. Makowski

INSTITUTE SPECIALIST TRANSFERRED—Richard J. Makowski, for three years a bacteriologist in the laboratories of the American Institute of Baking, has transferred to the department of bakery sanitation as a sanitarian, bringing the AIB field staff strength to eight plus Louis A. King, department director, and Philip T. McDonald, supervising sanitarian. Mr. Makowski will be performing inspections of bakeries after a period of training.

Bakery Merchandising

"Let's Get Acquainted" Campaign Wins Friends, Sales for Bakery

Joe Buergisser of the Arvada (Colo.) Bakery is cashing in on the oldest and most reliable sales booster in history—he is building a solid "Let's Get Acquainted" program through warm, friendly relationships with his customers. The policy is proving to be his most powerful ammunition for competing with the supermarkets and other outlets.

Mr. Buergisser says his program is creating eye-opening sales increases for his bakery.

As operator of the largest independent retail bakery in a city of 8,500 northwest of Denver, Mr. Buergisser had little to worry about in the way of serious price competition until two years ago. Then Arvada felt a population spurt sparked by establishment of a huge new Atomic Energy Commission plant near the city. With the trading area more than doubled and population in Arvada tripled, it was natural for many new super markets to spring up. As Mr. Buergisser had feared, they brought intense competition into bakery sales of bread, cakes, rolls and even into the pastry field—all major factors in Arvada Bakery's income.

The Arvada Bakery was showing sales increases with so large a pick up in the city's population. However, the sales increase was not commensurate with Arvada's growth, and baker Buergisser, a veteran of 25 years in retail baking, could see serious trouble ahead. He knew that not many months would elapse before competitive prices would cut painfully into his sales volume.

Another fact apparent at the time was the predominance of new families in the Arvada area, most of whom were, of course, unfamiliar with the town, its retail stores or the background of the merchants. Recognizing the validity of this against the background of new-store competition in all phases of baking, Mr. Buergisser wisely realized that the most effective means of boosting his volume lay in attracting more new families into the bakery, pleasing them with his excellent baked goods, and, finally, extending a personal welcome, that would bring them back.

That was the origin of baker Buergisser's "Let's Get Acquainted" program which began early in 1955. Under its terms, the Colorado baker placed personality first in dealing with all of his customers. He has done a brilliant job of selling himself, his employees "and" the bakery to the entire community. Now, after one year of intensive pushing at the "Let's Get Acquainted" slogan, the Arvada Bakery has increased its sales volume more than 21%, it has attracted 1,500 new customers, and has almost completely eliminated the adverse effect of cut-price competition on its sales volume.

The "Let's Get Acquainted" program has required a lot of work, said Mr. Buergisser. First, realizing that it would be his salespeople rather than himself who would have the best opportunity to personalize the bakery's service to new customers, he carefully chose counter salespeople



MERCHANDISING PROGRAM—Christmas Tree Coffee Cake is one of the current subjects in Durkee Famous Foods' merchandising program designed to help bakers gain extra holiday sales through the promotion of appropriate Christmas items. Complete sales promotion kits on this subject are being offered free of cost to retail bakers by Durkee Famous Foods, 900 Union Commerce Building, Cleveland 14, Ohio.

who could be depended upon to stay on the job for at least one year, and perhaps as long as five years. To insure this, he hired replacement personnel as the need arose from the immediate neighborhood of the bakery, preferably married women deeply rooted in Arvada. He increased attractiveness of the bakery as a place to work. Salaries were raised and better working conditions were instituted, along with fringe benefits.

"The long range plan worked out wonderfully," said Mr. Buergisser. "During the whole year there wasn't a single change of personnel." He is certain that his more cheerful sales people have functioned far better, and that they have created a more friendly personal relationship with the clientele.

Mr. Buergisser started a series of staff meetings and continued them every two weeks throughout the year to drive home the message of serving the customer better. He developed a set of basic rules:

1. Make the customer feel welcome.
2. Extend every possible courtesy.
3. Learn the customer's first name and always use it when possible.
4. Remember that we need repeat calls to prosper.

These simple rules are effectively carried out in the Arvada Bakery at every turn. At each meeting Mr. Buergisser made it plain that he did not want the customer to be overwhelmed with gushing, overdone hospitality. He suggested that the girls greet the customer pleasantly, and that they keep up a running conversation while completing the sale. Mr. Buergisser advised his employees to talk to the customer about his background, where possible, and that the employees learn the customer's bakery goods preference and, finally, learn his first name.

"It required several calls before the salespeople could call customers by first names," said Mr. Buergisser. "Eventually, though, we found that customers became used to the idea and enjoyed it. Now they seem thoroughly pleased."

First-name selling has actually opened the market for Arvada Bakery. By pleasant conversations the relationship of customer and salespersonnel is leading the customer to suggest new ideas for bakery products which Arvada tries to supply.

Also, it brings complaints into the light of day where they may be corrected.

Now, after a year, there is scarcely a local customer who is not immediately addressed by his first name. And there have been significant changes in the inventory, including the development of 70 types of cookies, doughnuts, smaller cakes for small families, additional pies and many varieties of rolls.

Along with the personal program carried out by two to three salespeople along the counters, Mr. Buergisser backed up his campaign by running the "Let's Get Acquainted" slogan in his newspaper ads and reminding readers that all of his goods are baked fresh daily in Arvada.

He keeps an eye on the door himself, even during the busiest periods, and gives a friendly hello when a new customer enters.

"I take a lot of extra steps every day," Mr. Buergisser confessed, "but it pleases the customer and is the most practical basis for bringing him back, so I don't mind a bit."

Now astride a steadily growing volume of business, and with the friendliest bakery customers in the West popping through his doors daily, Mr. Buergisser is certain that he has hit upon the most practical means of offsetting super market competition.

"Nobody, particularly in a small community such as ours, enjoys shopping in a large store where he knows he is looked upon only as another sale at the cash register," said Mr. Buergisser. In our case, a country-store atmosphere has been the solution.

—BREAD IS THE STAFF OF LIFE—

Stepped-up Advertising Schedule Planned for Boysenberry Markets

The California Bush Berry Advisory Board recently voted to appropriate a portion of its advertising budget for the coming season to national trade publication promotion to expand eastern markets for California boysenberry products.

Publications to be used will include those in the frozen food, baking and restaurant fields, according to H. W. Van Gelder, manager of the Bush Berry Board in Fresno. The objective of the national campaign will be to show eastern boysenberry vol-



NEW DOUGHNUT MIX—Pillsbury Mills, Inc., Minneapolis, has developed a new "Superaise" Doughnut mix, one of a complete line of bakery mixes. The product makes a wide assortment of yeast-raised items, from simple ring doughnuts to fancy knot and twist varieties. It also makes very delicious Bismarcks. Each stands high, with a creamy ribbon around the middle—always a sign of lightness and good volume. Made from a balanced blend of top quality ingredients, Superaise products are extra rich, extra good to eat, Pillsbury says. All that needs to be added to the mix is water and yeast. The formula is suitable for any type of bake shop operation, although it is not recommended for make-up on air-pressure equipment. Full color streamers showing glazed and sugared yeast-raised doughnuts are available from Pillsbury representatives.

ume buyers the advantages of this primarily California crop.

"In addition to an exceptional taste quality and flexibility for use in a wide variety of dessert recipes for institutions, the boysenberry crop is an unusually stable one, and the stability of price as well as volume of crop year after year is a strong inducement for institutional users to make wider use of boysenberries," said Mr. Van Gelder.

In addition to the space advertising schedule, a complete promotional program is being developed by the board's agency. This will include direct mail to important buyers and users of boysenberries in eastern markets, and a complete sales aid program with menu clip-ons, point-of-sales pieces, and other sales aids for distributor, grocer and restaurant use.

The campaign will supplement the approved program to expand California consumer markets, said Mr. Van Gelder.

—BREAD IS THE STAFF OF LIFE—

Packaging Adds Push to Ads at Point of Sale

Manufacturers are tying in the face of the package with advertising space they take in national magazines, according to John C. Newell, Jr., marketing director of the Folding Paper Box Assn., Chicago. As a result, packaging has become the most vital link in the chain in marketing—because it establishes recognition at the point of sale.

"Brand loyalty today is being sorely tested," Mr. Newell said. "Consumers are being subjected to a multitude of selling pressures at the store level, including premiums, special deals and private-brand promotions. The shopper herself is on the lookout for convenience packaging. It's up to the package to hold the allegiance of its customers in this highly competitive market."

"The folding carton industry is one example of the sales promotion opportunities available in packaging," said Mr. Newell. "Last year the folding paper box field turned out 110 billion cartons. They represent 660

billion sides ready, willing and able to carry the manufacturer's sales message to the shopping public."

Leading package designers emphasize that an effective advertising package must include the following features, Mr. Newell said: (1) A specific symbol or trade mark that can be seen easily, (2) Adequate white space to set off the brand name, (3) Simple design on the main panel, with a minimum of elements to clutter up the package face, (4) Concise copy setting forth directions for use, (5) Large, clear type, (6) Claims, if any, that match those specified in ads and, (7) Distinctive basic colors that help make the product recognizable quickly wherever it is displayed. On the other hand, secondary colors should be varied to differentiate the items in a line of goods.

Mr. Newell said that the growth of television has had a sharp effect on the increased use of advertising packages. "The toy industry has been particularly alert in recognizing this fact. Youngsters no longer reach for just any game. They clamor for this 'Howdy Doodie' package or that 'Dragnet' set or perhaps 'Pinky Lee' game.

"Food firms have also hopped on the ad-pack bandwagon. Children shopping supermarkets with parents fill up Mama's shopping basket with the roster of last night's cereal-sponsored TV programs," concluded Mr. Newell.

—BREAD IS THE STAFF OF LIFE—

300% Rise in Frozen Food Sales Forecast

CHICAGO—A growth of 300% in national retail sales of frozen foods within 10 years has been forecast by Nathan Cummings, chairman of the board, Consolidated Foods Corp., in a speech before the Central States Frozen Foods Assn. meeting in Chicago.

Mr. Cummings said that 25 million of the U.S.'s 43 million families now regularly buy frozen food.

"The present 5% of all grocery sales in frozen items will rise to 20% by 1966, or well over \$7 billion. Because these baked foods and packaged meats are working their way into freezers, the shortage of space becomes more severe," concluded Mr. Cummings.



RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

A merchant with 40 years of business experience said recently that "taxes keep coming on and on. They are ever a larger factor each year in the budget of expense and they become more and more complicated." The merchant went on about what he has decided to do about it. "Our remedy has been a good one. We hired a young tax expert, a local man, and he handles all our tax problems. The tax boys no longer bother us for they are sent to our expert. I have done the same thing with all insurance. We make it a point to let one firm take care of all insurance, and we are fully covered at the least possible expense."



No Longer A Problem

Your newspaper advertising has more punch and appeal if it contains a weekly sales title and theme. The sales title, or headline, may not be as important as the theme, or sales idea. This idea can be used as the sales promotion theme for the following week. An ad with an idea gives the reader the impression that there is something different and interesting going on in the store. It indicates to the reader that here is a wide awake store with ideas. When making up the sales titles and theme, take into consideration the season first—then conditions and timing. If you want convincing, down-to-earth advertising, utilize well chosen ad titles and headings. Full selling power can be gotten from ads with a good heading, a good layout, using illustrations and prices.

Give Ads A Title

About half of all retailers lack knowledge about any average expense, markup, operating ratio or sales figures published for their trade. This was found in a survey made by the University of Minnesota's school of business administration. Interviewed in the survey were 87 retailers in Minneapolis, several of its suburbs and two other communities. As noted, only about one-half reported even knowing of any average expense, markup, operating ratio or sales figure published for their trade, whether by their association or any other source. Less than one-fourth indicated receipt of any useful assistance in sales training from their associations. Fewer than one-tenth of the merchants interviewed regarded their associations as the most useful source of supply for accounting systems.

More Facts Needed

Five ingredients that successful sales directors include in a worthwhile sales training meeting for employees are: 1. Visual aids which help to make the point clear. 2. Variety to lend emphasis. 3. Localization, or use of local examples to make the point more familiar and more effective. 4. Repetition to make the point last longer, and 5. Participation by the group to arouse and maintain more interest.

Five Points

Countless sales in all types of businesses are lost because of discourtesy and indifference on the part of sales personnel. Actually, of course, bad sales manners result more from thoughtlessness than from rudeness or malice. But courtesy is one angle of sales training that should have some emphasis. Employees should be reminded of the importance of being polite in dealing with customers. Douglas Williams & Associates, New York employee relations counselor, notes that impoliteness toward customers can take many forms. Some of these "sales-dissuaders," the firm says, include: Being reluctant or unwilling to display merchandise or to describe its features; hurrying the customer's decision; being obvious about nearness of lunch hour or quitting time; talking with other sales people while the customer waits; losing interest in prospects who aren't going to buy now; not being helpful when customers ask for directions; scorning low priced orders; criticizing the customer's taste or preference.

Courtesy Is Important

BOOST SALES WITH POSTER—The jolly Christmas poster pictured above is being distributed by General Mills, Inc., to stimulate holiday sales. Note that the message suggests baked foods as excellent party treats, stocking stuffers and gifts for everyone.

"Cakes-by-Wire"

Miami Firm Begins Solicitation for Bakers Telegraph Delivery Group

MIAMI, FLA.—Designed to duplicate for the bakers of America what flowers by wire has achieved for the nation's florists, "Cakes-By-Wire" has begun the work of signing up bakeries across the country.

According to Leonard Kimball, president of the Bakers Telegraph Delivery Association, Inc., by the early part of 1957 a cross-country network of member bakeries should be set up and in operation. The organization moved into action to sign up bakeries only after completing lengthy preliminary work designed to assure the success of the planned operation, Mr. Kimball emphasized.

The essence of the operation is its ability to enable a bakery in one city to take an order for a cake to be delivered by another baker in another city. The baker taking the order wires the price (there are standard sizes and prices) together with the decoration and delivery instructions to a member baker in the delivery city and the cake is delivered to the recipient as ordered.

The customer pays the member baker in the city where the cake is ordered the cost of the cake plus the cost of the telegram to the baker who fills the order and delivers.

The baker taking the order keeps part of the amount paid as his commission or profit and remits the balance, less the amount paid for the telegram which is given to the telegraph company, to Bakers Telegraph Delivery, which maintains records and remits to each baker at the end of each month the amounts due him for cakes which he has baked and delivered on the orders which have been sent to him from other cities. According to Mr. Kimball, Cakes-By-Wire should grow to the point where the Bakers Telegraph Delivery becomes a virtual clearing house for the nation's member bakers. "Flowers by wire did an estimated gross volume of approximately \$75 million last year.

Cakes-By-Wire should do even better once the nation-wide network of bakers is operating," says Mr. Kimball.

His optimism is based both on the reactions he has received since the organization of Bakers Telegraph Delivery and on what he terms one overwhelming market factor: the country's "small fry." "Every child having a birthday is a candidate for a cake by wire. When one considers that flowers by wire achieved its gross volume without touching the children's market, the market potential which Cakes-By-Wire should achieve is fabulous indeed," according to Mr. Kimball.

Cakes-By-Wire offers bakers an opportunity for additional business with virtually no outlay for increased overhead or advertising, according to the statement issued by Bakers Telegraph Delivery in announcing the plan. Organizational details are now being completed and bakers will shortly have an opportunity to study the plan and join. Memberships will be available until sufficient coverage by member bakeries is achieved.

The plan already has memberships in 30 states and 100 cities and towns, so the membership is in a position to service over 400 localities. The sponsors do not intend to launch the program with the buying public until it has received substantial nationwide coverage.

A membership fee is set at \$10 annually and each member baker is supplied with a kit containing material required to handle Cakes-By-Wire orders together with a window emblem denoting membership. There is also, according to Mr. Kimball, a planned program of national and local advertising to insure the organization's success in putting the plan over to all segments of the public. Further information may be obtained by writing Bakers Telegraph Delivery Association, Inc., 211 Carlaine Bldg., North Miami, Fla.



A CHRISTMAS CAKE—Lee Orr, at left, manager of the Hibiscus Baking Co., explains to Joe Lane, manager of McLamore's Restaurant, Miami, Fla., how the idea of the Christmas birthday cake was started. At the right is one of the cakes which is gaining popularity throughout the area.

With an Angel on Top . . .

Symbolic Holiday Birthday Cakes Putting Christ Back in Christmas

In 1954 Mrs. Carolyn Prowse, daughter of a Miami, Fla., minister, initiated a campaign to establish the idea of the use of a cake as a Christmas birthday symbol. Mrs. Prowse reasoned that since Christmas is celebrated as the birthday of Christ, that the use of a birthday cake during the Christmas season is a logical idea.

During the 1954 Christmas season she successfully put the idea into practice in 18 different church groups representing five denominations. The cakes were used at Christmas Eve services by women's groups and at Salvation Army functions.

The idea has again been accepted by a number of additional organizations such as the Junior Chamber of Commerce and other non-denominational groups. The Miami public library is including information about the Christmas birthday cake in the folder which they give out on Christmas ideas.

Perhaps the most widespread publicity will be gained through the South Florida Bakers Assn. Mrs. Prowse attended a monthly meeting of that group and explained her plans, and the bakers were favorably impressed.

A. C. Aller, president of the association, and president of the Hibiscus Baking Co., prepared a model cake, and there is evidence that the idea may be adopted by commercial food institutions.

When Lee Orr, manager of Hibiscus Baking Co., took the model cake to McLamore's Restaurant and explained the program, Joe Lane, manager, accepted it as a splendid idea.

McLamore's is situated in the 550 Building which has offices for hundreds of doctors, lawyers, architects, and other professional people. During the morning and at lunch hour, the restaurant caters to occupants of the building as well as to the general public. In the evening, McLamore's becomes a fashionable restaurant with soft lights and elaborate dinners. In addition to the public dining room, there is a special upstairs room for private parties.

During the holiday seasons many of the occupants of the 550 Building hold office parties there.

A sample cake on display in the restaurant can be used to encourage use of this item at the parties. Mr. Lane believes that many of the professional men who lunch with him will also want Christmas cakes for their homes or outside parties. Many of the cakes will probably be sold to nurses, secretaries, and other working women who do not have time to do their own holiday baking.

The entire cake is symbolic of the fact that Christmas is the celebration of the birthday of Christ. A Christmas angel on top of the cake denotes "Peace on Earth, to Men of Good Will." The second tier of the cake is in the shape of a star, to be associated with the Star of Bethlehem. Twenty candles are used to represent the 20 centuries since the birth of Christ.

The idea of a symbolic cake reminding people of the true origin of Christmas is catching on with other groups. In fact, so many are interested that the Miami public library has started to compile a file of ideas.

One of the simplest, yet most impressive, is to bake a single-tier cake with white icing. On the cake is a smaller cake baked in the shape of a star. The star-cake on top is sprinkled with silver candy beads. A plastic angel and a circle of 20 red birthday candles are added. The cake symbolizes the birthday of Christ. The angel is a reminder of the shepherds' story, the star symbolizes the three Wise Men, the candles stand for the 20 centuries since Christ was on earth, and the flame testifies to Him as the "Light of the World."

The Christmas cake has been used as a personal Christmas gift for children. Unassembled, it provides an opportunity for the child to attach the miniature angel and the 20 red candles.

Finally, the Christmas cakes have been used as centerpieces for solemn Christmas ceremonies at parties, meetings and in homes for private family observances.



POPULAR BOOTH—More than 600 restaurant operators visited this booth of the Illinois Bakers Assn. at the Illinois State Restaurant Assn. convention at Springfield. The 20 winners in the recent national sandwich contest, sponsored by the National Restaurant Assn. and Wheat Flour Institute, were on display. The majority of these new sandwiches requires three slices of bread, a subtle approach to increased consumption of bread. The showing was arranged by M. B. McClelland, secretary of the association.



SANITATION TAUGHT—As the problems and machinery of bakery sanitation become more complex, it requires more time and more people to instruct the special course in bakery sanitation taught at the American Institute of Baking in Chicago. Pictured above is the staff of the Department of Bakery Sanitation gathered for a recent conference. Standing left to right are: LeRoy Meek, Erik E. Funch, Jr., Richard J. Makowski and Maurice C. Kaser, field sanitarians. Seated left to right are: Andrew T. Elle, Anthony P. Miano (with his back to the camera), Harold R. Mangus, Lloyd J. Salathe, Louis A. King, Jr., director, and Philip T. McDonald, supervising sanitarian.

AIB Sanitation Panel Discusses Plant Problems

CHICAGO—The special course in bakery sanitation offered by the American Institute of Baking, Chicago, has been lengthened from four to five days, plus two evening sessions. Officials of AIB explained that the additional time has become necessary to keep pace with new knowledge in the field of sanitation.

In the recent course held at the institute there were several discussions about problems of plant organization which arise as the plant sanitation program becomes more complex. Don F. Copell, vice president of the Wagner Baking Corp., Newark, N.J., spoke on the topic "Work Simplification." Mr. Copell is known in the baking industry for his achievements in work simplification. He has become closely associated with the slogan "Work Smarter—Not Harder."

Also on the subject of organization, there was a panel discussion, "Alignment of Sanitation Responsibilities." Members were Fred Vitale, director of sanitation, Continental Baking Co., who described the functions of an independent sanitation department; Paul Kamman, assistant bread production manager, American Bakeries Co., who argued that sanitation is a function of the production department, and Duard Enoch, director of sanitation for Interstate Bakeries Corp. Mr. Enoch expressed the view that sanitation is the responsibility of the engineering and maintenance department.

Another aspect of organizing a sanitation program was discussed in lectures by Dr. Robert W. English, director of education for the Institute. Dr. English spoke on "Problems in Communication" and "How to Teach People You Supervise." He is recognized in the field of industrial education for his work as assistant state supervisor of national defense training in Illinois.

Material on bacteriology, which once required an hour of the schedule, has been extended to three. Lectures on fundamentals, mold control, and the cause and prevention of food poisoning were given by Richard J. Makowski, who spent several years as assistant bacteriologist in the Institute laboratories before transferring to the Department of Bakery Sanita-

tion. Other department members who instructed are Louis A. King, Jr., director; Philip T. McDonald, supervising sanitarian, and Lloyd J. Salathe, senior sanitarian. Appearing as guest lecturers were members of other Institute departments, federal and city representatives, and specialists from the baking and allied industries.

Twenty-four men enrolled in the course. In addition to bakeries, allied firms, and other food plants, they represented a city health department and the food and drug directorate of the Canadian Department of National Health and Welfare.

—BREAD IS THE STAFF OF LIFE—

Michigan Bakers Plan Workshop

EAST LANSING, MICH. — The second Michigan Retail Bakers Workshop is almost a year away, but already officials of the Michigan Bakers Assn. are advancing plans.

The first workshop proved most helpful for the retail bakers who attended, report leaders of the association's educational committee. The first workshop was held at Michigan State University to meet the demands of retail bakers for advanced information about advertising, merchandising and cost control.

Sponsors of the event at Michigan State were the M.S.U. School of Hotel, Restaurant and Institutional Management and the Continuing Education Service.

The retail bakers heard professors from the M.S.U. staff and from some of the outstanding Michigan bakers. Among the bakers who shared proven merchandising ideas were Stanley Dickson, Howell; Bob Sonneveldt, Grand Rapids; Carroll Cole, Muskegon and Tom Flood, Chicago.

University specialists included Max Wales, of the School of Journalism, who spoke on advertising; Edward Brand, director of the Curriculum in Food Distribution, who discussed merchandising, and Joseph O'Leary, School of Hotel, Restaurant and Institutional Management, on the importance of cost control.

Also participating in the two-day program was George Bedell, coordinator for the continuing education activities of the M.S.U. School of Hotel, Restaurant and Institutional Management.

The Michigan Bakers Assn. also sponsors an educational conference. (See story on page 12.)

Bakers Courtesy Club Elects New Officers

PITTSBURGH, PA. — William L. Giltenboth, Pittsburgh Flour Co., was elected president of the Bakers Courtesy Club at the group's recent luncheon meeting.

Paul S. Eberly, Brolite Co., Inc., was elected first vice president; Jack R. Nicholas, Doughnut Corporation of America, second vice president; J. F. Sherry, Russell-Miller Milling Co., secretary, and E. Ray Fultz, merchandising broker, treasurer.

C. B. Jewett, merchandise broker was named a director. Paul Eberly, Brolite Co., Inc., was appointed pub-

licity chairman. J. F. McConnell, General Mills, Inc., F. B. Coffman, Panipus Co., William Barlow, Standard Brands, Inc., and David M. Toler, Minerva Wax Paper Co., complete the board of directors.

George E. Olson, Bergy Materials, Inc., president, presided. Harvey G. Woekner, Marathon Corp., was appointed chairman of a committee to plan participation in the Pennsylvania Bakers convention in Pittsburgh Jan. 20-22.

Next meeting of the Bakers Courtesy Club will be Jan. 19 at the Roosevelt Hotel, at which time the group will hear a report from the convention committee.



Christmas Gift Suggestion

GIVE A
SUBSCRIPTION TO



The American
BAKER

PUBLISHED MONTHLY FOR THE BAKERS OF AMERICA

HOLIDAY RATES

One 1-year Gift	\$ 2.00
Two 1-year Gifts	3.00
One 2-year Gift	\$ 3.00
Two 2-year Gifts	5.00

Please enter the following Gift Subscriptions and announce each with THE AMERICAN BAKER'S Christmas Card bearing my name:

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Gift Card to Read From:

☐ One Year ☐ Two Years ☐ New ☐ Renewal

Name

Address

City Zone State

Gift Card to Read From:

☐ One Year ☐ Two Years ☐ New ☐ Renewal

Name

Address

City Zone State

Gift Card to Read From:

THE AMERICAN BAKER

P. O. BOX 67
MINNEAPOLIS 1, MINN.
2501 WAYZATA BOULEVARD

Advertising and Merchandising In Today's Market Must Consider The Change in Shopping Habits

—By KELSO SUTTON—

Two trends in the retail food field are placing more and more responsibility for the sales success of packaged food products on the actual product itself, an inanimate object.

These trends are (1) the ever widening practice of self selection in retail buying, and (2) the decline of actual sales solicitation work on the part of driver-salesmen running a door to door consumer route.

There are two reasons for this latter decline. First, in order for a route to show a profit the drop-off load has to be heavy, and the number of stops high. To cover such a route without running into expensive overtime pay permits little time for creative sales work. Second, too many driver-salesmen are failing to use intelligent salesmanship to build a greater demand for all their product line.

In the store, as you know, the cake is left on the shelf to sell itself. And on the route, even though the salesman may make no sustained verbal appeal to sell a piece of cake, if he is any kind of an operator at

EDITOR'S NOTE: Particularly directed to the nation's commercial cake bakers, and as such a feature of the recent cake branch session during the American Bakers Assn. convention, the accompanying discussion of "merchandising and motivation" should be valuable to all bakers. Mr. Sutton, a management consultant from Ridgefield, Conn., points up many phases of advertising and merchandising which have received little attention from most segments of the baking industry.

all, at least he has the cake in his carrier and shows it, giving it a chance to sell itself.

Thus, you have a marketing situation where at the point of purchase your product is pretty much on its own to sell itself. A piece of cake on a shelf can't cry out, "Say, madame, I taste delicious, you'd love me with a cup of coffee." Nor can it tap a person on the shoulder to get attention. It just sits there with no motion, no sound, no quickly sensed appeal to taste or smell. And there on the shelf or in the carrier, wherever your cake or your coffee roll is presented for sale, there in that package, dormant, inanimate lies the determination of your profit or loss.

But just as a simple picture can depict a world of understanding, just as a single footprint tells a story, just so your package of cake, sitting there so quietly, can create a mental action, the sequence of which has been pre-determined and preconditioned. Remember that your product plays a double role. It is first of all the product itself which is purchased, taken home and consumed. But, as we have been discussing, it is also its own seller. It must perform this sales role effectively or it never gets to perform its primary role of being bought and consumed; it becomes waste and a loss. Both roles are interrelated, but their functions have

to be considered separately in preparing the product and package for its double performance.

Surrounded by thousands of items in a store, the individual food package has a terrifically difficult job to do in carrying out its selling function. The competition is enormous. And it is this relatively new marketing situation of a food package on its own competing with thousands of other items for purchase selection that puts tomorrow's challenge to you of what your advertising and merchandising can do to get your package moving off that shelf at a profitable pace.

Not long ago I made a stop with a salesman on a Pop and Mom candy store in lower East Side New York. Standing in front of the glass enclosed penny candy display case was a very small girl. In her extended left hand she held a penny. With her right hand she pointed to the candy she wanted. It was difficult for the store owner to know just which candy she was pointing at. He would take a piece of candy and offer it to her. She would shake her head, clench her fist over the penny and withdraw her extended left arm. He would try again, and the same rejection of the unwanted candy. Finally he picked up what she wanted. She took it in her right hand and then gladly opened her left hand and let him take her coin. I couldn't help but think that there in that simple buying action were all the factors involved in a retail purchase action. That little girl, with her purchasing power tightly clenched in her fist, made her own selection of merchandise, rejected alternate offerings, and surrendered her consideration, the penny, only when she received exactly what she desired. Why did she want only that one small stick of candy to which she pointed? What was there in that one choice that would bring her satisfaction?

She was extremely young, just old enough to totter up to that counter and point, and to know that she had to give up her penny to get the candy. But in her mind, the process of product selection took place. She



PLENTY OF CHRISTMAS DISPLAYS—There is no need for any member of the American Retail Bakers Assn. to permit his yuletide sales to lag this year. Every member of ARBA can have attractive, seasonal sales displays such as the ones pictured here. This array of plaques, posters, valance borders, poinsettias and photo murals is available from ARBA headquarters, 731 W. Sheridan Rd., Chicago, upon request.

had a preference, one strong enough not to be switched. And in her mind the action of acceptance and rejection took place. Was it the shape of that piece of candy that made her prefer it, or was it the size, or color, or position in the display, or was it the remembrance of past satisfaction? This enormous question of "Why" is the primary consideration of sales management today. Why do people buy a certain cake or beer or cigarette, etc.? All marketing campaigns should be based and grow out of the accurate answer to this question of "Why." For when you know why people buy your product, then you can make a correctly conceived appeal to motivate them to that buying action. It is not an easy answer to find, but the difficult nature of the problem does not excuse a try.

In the human mind there is no such thing as total neglect. There is a mental reaction toward everything to which the human mind is exposed, and that reaction tends toward acceptance or rejection. There is a leaning to or a backing away from every stimulus to which we are subjected. We tend immediately to be for or against anything. And this mental shifting takes place in a buyer's mind immediately upon exposure to any product. A product and its marketing program have to strive to

obtain the favorable reaction in as many people as possible.

And what makes this a really hard assignment is that no two people react exactly alike to any product. This fact is why the function of distribution lags behind production in the application and use of scientific principles. It is not as easy to figure out buyer reaction as it is to design inert mass production machinery.

Consider for a minute the housewife in the role as a buyer. Let's think of her in a typical buyer situation, in the aisle of a supermarket. As she pushes the carrier along the aisle she is being exposed to a great many products. As her eye rests on a product, immediately a stream of thoughts runs through her conscious mind. Times does not permit the listing here of all these thoughts, but here are a few of them. Instantly there is a recall in her mind of her latest impression of the product, what satisfaction did it bring to her and to the members of her family upon its last use. She recalls the message impressed into her mind by the latest advertising she has read, heard, or seen about the product.

She judges whether the personality of the product fits in with the attitude she and her family entertain toward eating and living in general. She accepts or rejects the product according to the pleasantness or unpleasantness of the images which the product stimulates in her mind. She quickly evaluates whether she, in the role of a housewife and mother, wishes to be identified as the type of person offering such a product to her family. Basically she desires approval and praise from her family members for the things she does for them, and she selects those products which she believes will bring pleasure from them and thus approval for her.

She is moved by the sensations aroused in her by the product. Does it make a definite appeal to her sense of taste? Does it stimulate her appetite appeal? Does it satisfy her aesthetic tastes in what she thinks that

ASK FOR . . .

chocolate MINTIES

delicious **COOKIES** combining:

THE REFRESHING FLAVOR OF MINT . . .

WITH THE RICHNESS OF CHOCOLATE!

CHRISTMAS FEATURE—The Chocolate Mintie cookie variety featured on the poster shown above is the selection of the Associated Retail Bakers of America for a holiday cookie "with exceptional taste and sales appeal." Instead of placing chocolate mints on top of a layer of cookie batter and covering with more batter, the mints are chopped and incorporated into the batter, making the bagging one operation. The poster is available from the ARBA.



The Bakeshop Trouble Shooter

Many years' experience as a practicing baker, production expert and as a talented researcher into the craft and business of baking enables the author of The Bakeshop Trouble Shooter to speak with authority. A. J. Vander Voort has proved his remedies in actual back shop experience and tempered them by laboratory investigation. He is the head of the famous Dunwoody Baking School, and technical editor of The American Baker magazine.

The Trouble Shooter is becoming a classic among baking industry publications; it is now in its fifth printing.

You will find it an invaluable aid in solving production problems almost as rapidly as they occur.



**The American Baker,
P. O. Box 67,
Minneapolis 1, Minn.**

- ☐ Bill me
☐ Payment is enclosed

Gentlemen: Please send.....copies of The Bakeshop Trouble Shooter, at \$1 each.

Name

Firm

Address

City..... State.....

kind of a product should look like? As she feels it, does the tactful contact please her? And if she smells it, which is a typical buying gesture, does it please her in that sense? Then too, is it a product the purchase of which may enhance her prestige? Would she be glad or sorry if her neighbors see it in her carrier?

Also along with these factors underlying her psychological acceptance or rejection of the item, she appraises it in relation to certain immediate circumstances of which she is more or less accurately aware. For instance, what is the present inventory at home in this item? How much cake is there now in the house? Did they just have cake and want a change? Will there be company at home or a party for which she will need cake? What do the individual members of her family want and prefer as far as this kind of item is concerned?

How will it fit into her current budget? Is it convenient to buy, carry home, serve and consume? This last factor is of tremendous importance. Then there are the very immediate factors of how easy is it for her to reach out and get the cake from the shelf. Can she remove it without stooping, stretching, untangling it from other items? Does it look clean and fresh on the shelf? Is it surrounded by so many cakes of a generally similar type that the decision of brand selection is too difficult and she passes it by because she is too confused to make a final selective decision?

All these thoughts passing in a stream through the mind of a buyer have to be considered by the cake maker and seller. They represent the great variables that lie between the presentation of your product and the response of the buyer. You have to consider every factor and then attempt to make your product and your merchandising campaign of that product bring a favorable response in as many instances as possible. To neglect the consideration of these intangible buying factors is to operate in a hit or miss manner, and when you do, it is easier to miss than to hit.

A Merchandising Program

There are two ways to proceed in this kind of a merchandising program. One is to find out as accurately as you can just why people now buy your various cake items. The other is to determine just what it is that people want in a cake and then make a line of cake items that will hit those specific wants right on the head. When you find out what these determinants of sales volume are, then you make your product conform with them, and you use the sales appeals that directly motivate the awareness of these specific wants as far as your product is concerned. These sales appeals, which you have determined to be the technical ones to stimulate buying action, should be used consistently at every level of your marketing program. They are the basis and theme of your advertising, are emphasized in all merchandising media and activity, and are used by your salesmen in the presentation of your sales story.

Progress calls for something new, something that hasn't been done before. The challenge in merchandising and advertising is to find a new and more productive way to sell product profitably. One sure step towards progress is this use of psychological knowledge that we have been talking about as far as the design and marketing of your product is con-

cerned. The accuracy of selling appeals not only gets you a greater purchase response, but it saves you from throwing your money away on unsuccessful campaigns.

Motivation research has found out through technically controlled interviews the real reasons why people buy certain products. For instance, they have discovered that the pleasure of drinking beer comes more from the feel of beer in the throat than from the taste. They also learned that snob appeal and scientific advertising aroused poor response. In cigarettes, it was learned that Americans smoke to prove they are virile, and to show that they are strong and energetic. They also smoke to relieve tension and to be sociable. Cigarette brands acquire personalities such as masculinity, mildness, class, inexpensiveness. People tend to smoke the brand with which they believe their personality matches. What women respond to in the advertising of soap and detergents are themes which enhance her self-esteem as a housewife, make her feel better about her housework, give her a feeling of satisfaction and accomplishment in her tasks. These themes in advertising cater to the underlying need of a housewife to know that her role is appreciated and valued by the members of her family.

Undoubtedly there are certain associations, identifications, images that are aroused in the minds of housewives in connection with cake in general and with particular brands of cake. Just what these varying attitudes and mental pictures are in relation to your product should be found out. For when you know how buyers really feel about your cake, what their general mental orientation is when they think about your item, then you have the basis for your merchandising campaign. Then you can appeal to them in the area in which you can get a response.

The Personality of a Cake

A piece of cake definitely has a personality. There is no question about this. The factors that go to make up that personality are such things as color, size, shape, weight, consistency, crumbiness, taste, grain, crustiness, sweetness, the feel of the cake in the hand and in the mouth, packaging, advertising themes. All these factors contribute toward creating a certain constellation of thought in relation to your item. The degree to which a buyer accepts your cake in regard to all these factors determines the purchase decision. It is your job to make sure that you gain acceptance rather than rejection on all these factors from the majority of people.

And the last suggestion on this subject of basing your marketing program on selling points which appeal with technical correctness to buying motivation is that your campaign takes into account the underlying needs of a housewife or

PINEAPPLE PROMOTION

SAN FRANCISCO—The Pineapple Growers Assn. is offering to bakers free point-of-sale display materials depicting pineapple pie and pineapple upside-down cake as a merchandising feature.

Large, full-color, counter cards, window strips and easel-back cards are available for pie and cake, plus a pineapple pie table tent, also in full-color. Write to Pineapple Growers Assn., 215 Market St., San Francisco 5, Cal.



HERE COMES SANTA—The gay Santa Claus pictured here is beginning to appear in the windows of bakeries in many communities. He is the new "Christmas pyramid" Santa distributed by Pillsbury Mills, Inc., as a holiday promotional piece. This year the pyramid is a sign-carrying Santa announcing Christmas baked goodies. With each pyramid there are 13 small Santa price cards to direct the eyes of shoppers to individual items in a display of special Christmas baked foods. Pillsbury pyramids have proved popular throughout the country for other holidays as well as for Christmas.

mother in relation to your product item. Some of these basic needs are satisfaction of appetite, success as a provider, health, cleanliness, social approval, to conform.

In striving to design your product and merchandising campaign to fulfill these needs of your buyer, here are some of the buying motives to which you can appeal:

- Prestige.
- Approval of others.
- Labor saving.
- Pleasing sense of taste.
- Maintaining health.
- Handiness.
- Economy of purchase.
- Pride.
- Self-improvement.
- Convenience.
- Ease of use.
- Proper care of children.
- Dependability.
- Economy of use.

A critical requirement for success is follow-through of the advertising appeals right down to the point of purchase in all your outlets. Much expensive advertising is short of response because the message is not repeated at the purchase spot. Remember that at the point of buying the recall mental action has to take place.

Your advertised message will get a quick recall if somehow it is presented in some form to act as a cue to the buyer when she is making a purchase decision. An excellent example of this kind of tie-in is a small reproduction of an outdoor poster placed right on the shelf adjacent to the advertised cake. This small reproduced ad brought to buyers' minds the whole campaign and cued buying action. Follow-through also is accomplished by having all salesmen use the sales appeals you have decided upon in all their solicitations.

This policy will not only insure consistency in your over-all sales program, but also will get you better results because the selling is then done closer to a correct technique.

One of the big problems for management today is the productivity per worker. According to the latest census figures, the number of employees working in bread and related products increased 6% between 1947 and 1956. For the same period the amount of the payroll increased 49% . . . some difference. For the same period the number of man hours for production workers dropped 9%, but the wages increased 37%. These figures state the simple fact that you are paying a lot more money for less work.

An Unfavorable Trend

Again, for the same period but for soft cakes on'y (pound, layer, fruit) the baked weight in 1,000's of pounds dropped from 1,210,207 to 1,034,748. And the dollar value fell from \$390,663,000 to \$372,385,000. These figures tell a story of an unfavorable trend. They are discouraging when compared to the fact that between 1947 and 1954 the number of households in this country jumped from 39,107,000 to 46,893,000.

This rising labor cost and a declining industry volume make it imperative that every producer get the most that he can out of every dollar he is spending for distribution. Make sure that your advertising does a real sales job, that it penetrates into a woman's mind and creates an active desire for your product. There is just one answer to whether your merchandising and advertising program is successful. That answer is found in the trend of your sales volume. The answer is your sales figures. Your program has to build business or it should be changed. Ad-

vertising is not an expression of corporate conceit, nor solely a medium of art. It should not be created to amuse nor to win prizes. It is a medium of selling through which you attempt to pre-condition a buyer's mind to prefer your brand when she sees it on her shopping tour and to reach out and possess it. The objective of merchandising is to get your product line exposed for sale at the most advantageous locations and under conditions which induce buying action.

Here are some of those conditions. You will remember that earlier we said that today your packaged item has to sell itself.

But into the package and in the complete display of your product line is put the manifestation of the strategy of your planned marketing campaign. Your package with the cake visible in it is carefully designed to motivate the selective process of the buyer to react with purchase commitment. The package, trademark, brand name, color scheme and brief printed message is a continuity of your whole campaign and is the final climactic stimulus which touches off the desired response.

The eye appeal of the whole display of the line, the arrangement of the items on the shelf, the location of your spot all contribute to the purchase response or rejection. Here are some observed conditions which cause rejection: too low or too high a location, too many items crowded together, too lean an inventory, squashed product, brand name not quickly identifiable. Here are conditions which enhance acceptance: clean, fresh looking items, a neat display, advertising and promotion tie-in pieces, plenty of product available indicating you are really in business.

Remember also that you are dealing with an action that is greatly compressed in time. Shopping for groceries is not considered recreational by housewives. They do it fast. The result is that your item is given momentary consideration. It has to do its selling job in the flick of an eye. Its impact must be terrific. Your package has to create instant recognition, has to bring about immediately the action of recall. You can appreciate, therefore, the importance of the package design, and also how vital the work of your driver-salesmen is in setting up your arrangement in such a way that that passing eye gets caught.

In too many instances route salesmen do not have the perspective to appreciate the merchandising role of their job. Actually it is in their hands where the ultimate success of your whole merchandising program lies. For unless they work to get your line presented attractively and effectively, all your pre-conditioning efforts are in vain. For the moment of truth is that second when Mrs. Jones, pushing a carrier in the aisle, glances toward your display. And it is your salesman's work that baits the hook to catch and retain that glance. The suggestion is made, therefore, that all your salesmen be educated thoroughly in your over-all marketing plans, that they be aware of your complete sales strategy, and that they be drilled in exactly how they are to carry out the final and determining part of your sales campaign.

Right now, think of some of your salesmen, their work and their progress. Suppose Jack Brown, one of your men, makes three calls a week

at the Ideal Market. In a year that is about 150 calls, and over a five-year period 750 calls. That represents 750 opportunities to sell himself, his company, and his branded line. That's a lot of opportunity in anybody's language. Yet, how much real progress has he made in that account during all those calls? Is he much stronger in there than he was two months after he began to make the stop? How does his fifth year compare with his second year? In instance after instance the salesman is getting no more business in his fifth year than his first. He has done nothing to build the stop up into a real volume outlet for cake. He serves it unimaginatively, routinely. Progress is nil.

It is the responsibility of management to develop the sales effectiveness of their driver-salesmen, to make real merchandising men out of them. And this step is one that is strongly urged in your merchandising plans for the future.

Your product line is as good as the individual piece of cake which a customer buys and eats. Your whole line is judged in that eating. Your salesmen, therefore, should be sure that every piece presented for sale is fresh and in good condition. One bad piece can lose a family's business for a long time. This is part of productive merchandising.

Any manufacturing change made in a cake should be judged first on whether that change will sell more cake or not. An economy is not worth while if it is going to kill sales volume.

With an impulse shopping item such as cake, exposure of the complete line is imperative. Without exposure to the buying eye, the chances of a cake's sale is cut way down. This point stresses again the importance of the merchandising work of your salesmen.

Do you know exactly what the sales story is for your line and its individual items? What are the particular appeals of your items? Products are bought for their differences, not for their similarities. What is there different about your products that distinguish them from other brands? Know this sales story and see that your salesmen know it and tell it, and also that your packaged product tells it in an inanimate way.

Human Behavior Factors

Remember that instead of the stopwatch, and the time and motion study, and the slide rule, you gentlemen in sales work move on now to delve into the intangibles of human behavior, why people buy cake, why they buy your brand. You are to deal with buying motivation. You should know exactly what satisfactions are derived from the purchase and consumption of your product. You know which factors lean a buyer toward your product, and which might cause rejection. And the challenge tomorrow for merchandising and advertising is to design complete marketing programs that are technically conceived to pre-determine buying behavior, and to install such programs so that they are carried out effectively at every level of your sales operation.

HIGHEST SALES

CINCINNATI—The Kroger Co. reported the highest sales in its history for the four-week period which ended Nov. 3. Sales for the 11th period, totaling \$118,291,941, topped the previous high of \$115,940,923.

CONVENTION CALENDAR

1957

Jan. 13-14—Illinois Bakers Assn., Orlando Hotel, Decatur; sec., M. B. McClelland, 221 W. Prairie Ave., Decatur, Ill.

Jan. 20-22—Pennsylvania Bakers Assn. annual convention, Hotel Roosevelt, Pittsburgh, Pa.; sec., Theo. Staab, 600 N. Third St., Harrisburg, Pa.

Jan. 20-22—Ohio Bakers Assn.; Carter Hotel, Cleveland, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus 15, Ohio.

Jan. 27-28—Tri-State Bakers Assn.; Jung Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans.

Jan. 27-29—Potomac States Bakers Assn., Lord Baltimore Hotel, Baltimore, Md.; sec., Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore 2, Md.

Feb. 15-17—Bakers Association of the Carolinas, The Carolina, Pinehurst, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

March 3-5—New York State Association of Manufacturing Retail Bakers, Inc., Hotel Sheraton, Rochester, N.Y.; sec., Roy A. Hock, 3524 East Ave., Rochester, N.Y.

March 4-7—American Society of Bakery Engineers, Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, Room 1354, LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill.

March 17-20—Associated Retail Bakers of America, Hotel Roosevelt, New Orleans; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago, Ill.

March 28-30—Southern Bakers Assn., Vinoy Park Hotel, St. Petersburg, Fla.; sec., Benson L. Skelton, 703 Henry Grady Bldg., Atlanta 3, Ga.

April 29-May 1—Pacific Northwest Bakers Conference; sec.-mgr., Roger Williams, 1138 Jefferson St., Salem, Ore.

May 5-7—Oklahoma and Arkansas Bakers Assn., Lake Murry Lodge, Ardmore, Okla.; sec., Paul Bunch, Box 1981, Oklahoma City, Okla.

May 6-7—Minnesota Bakers Assn., Radisson Hotel, Minneapolis; sec., James M. Long, 623 Fourteenth Ave. S.E., Minneapolis 14, Minn.

May 13-15—Biscuit & Cracker Manufacturers Assn. and Independ-

ent Biscuit Manufacturers Assn., the Plaza Hotel, New York City; sec., Walter Dietz, Biscuit & Cracker Manufacturers Assn. of America, 20 North Wacker Drive, Chicago 6, Ill.

May 14-15—Iowa Bakers Assn., Fort Des Moines Hotel, Des Moines, Iowa; sec., Walter Dolch, Morning Glory Bakery, 107 S. Main St., Maquoketa, Iowa.

May 19-23—American Association of Cereal Chemists, Sheraton-Palace Hotel, San Francisco, Cal.; sec., Clinton L. Brooke, Merck & Co., Inc., Rahway, N.J.

June 8-10—Pennsylvania Bakers Assn., mid-year convention; Hotel Bedford Springs, Bedford, Pa.; sec., Theo. Staab, 600 N. Third St., Harrisburg, Pa.

June 17-19—The Bakers Association of the Carolinas, the Mayview Manor, Blowing Rock, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte 6, N.C.

June 23-26—Potomac States Bakers Assn., The Cavalier, Virginia Beach, Va.; sec., Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore 2, Md.

July 28-31—West Virginia Bakers Assn., Greenbrier Hotel, Charleston; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston.

Sept. 15-17—Southern Bakers Assn., Atlanta Biltmore Hotel, Atlanta, Ga., pres., Benson Skelton, 703 Henry Grady Bldg., 26 Cain St. N.W., Atlanta, Ga.

Sept. 22-24—Wisconsin Bakers Assn., Wausau Hotel, Wausau, Wis.; exec. sec., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee.

—BREAD IS THE STAFF OF LIFE—

New York Cereal Chemists Hear Talk On Production Control

NEW YORK—David Schwartz, director of quality control for the Doughnut Corporation of America, cited a definite trend toward what he termed "the engineering approach" in control of production uniformity as the speaker at the November meeting of the New York Section of the American Association of Cereal Chemists.

Mr. Schwartz said that in order to have predictable uniformity of product, the test data on successive runs must display a statistical state of control. It is then possible to define control limits which can be projected into the future, he said. If the test results of production runs fall within these limits, the variation of the operation is random, and a state of quality control exists. Successive differences may be charted from one run to the next, and any shifts provide a basis for action to correct the operation.

Some of the key problems to be overcome before a workable and efficient control program can be instituted were described by Mr. Schwartz. He said it is important that the methods used be sensitive to the variations of production, and laboratory tests should correlate with functional properties of material. He added that one should adopt and maintain the engineering approach not only to production but also to quality control.

In today's highly competitive economy an intelligent and well directed plan for product control is necessary, Mr. Schwartz said.



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ARBA Convention and Exhibition
March 17-20 - New Orleans, La.

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50 cabanas around colorful, gay pool area. . . **Bungalows**—garden suites—same quick service as main hotel. Day-long activities for children.

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Duluth, Minnesota

MICROFILM EDITION OF THE AMERICAN BAKER NOW AVAILABLE

FOR LIBRARIES AND COMPANIES with microfilm facilities, The American Baker is now available in microfilm form, beginning with volume 18, covering the complete set of issues for the year 1950 and continuing through volume 21, for the year 1953. Subsequent volumes will be issued annually by University Microfilms, Ann Arbor, Mich.

One of the most pressing problems facing all types of libraries is that of providing adequate space for a constant flood of publications. Periodicals pose an especially difficult problem because of their bulk and number. For this reason, many libraries and other users of microfilm equipment are substituting microfilm editions for their paper copies after the latter have passed their period of maximum use.

The microfilm is in the form of positive microfilm, furnished on suitably labeled metal reels, each covering an entire volume. Orders should be addressed to University Microfilms, 313 N. First Street, Ann Arbor, Mich. The cost of each yearly edition is approximately \$3.55.

Mostly Personal...

At the annual general meeting of the British Chapter of the American Society of Bakery Engineers held recently in London, **John Thomson**, Allied Bakeries, Ltd., was reelected president. The chapter now has a membership of 211, he reported. Among the speakers was **C. W. Brabender** of Minneapolis who dealt with research findings in flour testing and dough technology.

A 7½ lb. girl, **Elaine Grace**, was born to **Mr. and Mrs. Marvin J. Swanson** Oct. 16. Mr. Swanson, Northwest division manager for the Red Star Yeast & Products Co., St. Paul, was literally "up in the air" over the event—thousands of feet up in the air as he flew back from the American Bakers Assn. convention. He missed by an hour, however.

Fred Pierce, sales manager of Tasty Baking Co., has been appointed to the 40-man committee of Greater Philadelphia retailing officials.

George Rosenthal, president of Abbott Baking Corp., New York, has been appointed chairman of the Baking and Baking Supplies Division, 51st fund drive, Travelers Aid Society of New York.

Jack MacManus of Cushman's Sons, Long Island City, has been appointed chairman for the baking and baking supplies division of the 1957 National Foundation for Infantile Paralysis campaign. He is forming his committee for a drive to raise the division's share of the \$3,000,000 Greater New York City goal.

Arthur E. Levy, of Joe Lowe Corp., New York, was named chairman of the Bakers division of the Federation of Jewish Philanthropies, it was announced by **Lawrence Marx, Jr.**, chairman of the federation campaign. The federation is seeking \$18 million to maintain a network of 116 hospitals, child care and family agencies, homes for the aged, community centers and camps that annually serve more than 620,000 New Yorkers of all races and creeds.

Elmer E. Hoelscher, St. Paul, celebrated his 25th anniversary as an employee of Standard Brands, Inc., recently, entitling him to membership in the company's Quarter Century Club. He received an engraved gold watch and certificate of long

service at the annual dinner for members held earlier. Mr. Hoelscher is Minneapolis area manager for Standard Brands. He was first employed as a bookkeeper in St. Paul, and then served as cashier, route salesman and sales representative. He is a native of St. Paul and is secretary-treasurer of the Minnesota Allied Trades of the Baking Industry.

Second Lt. Roy R. Peters won the Seoul Country Club golf championships in Korea. He is the son of **Mr. and Mrs. Roy R. Peters** of Lakeland, Fla. Mr. Peters is chairman of the board of the Southern Bakers Assn.

The Pittsburgh Flour Club will hold its Christmas party Dec. 17 at the Pittsburgh Athletic Club, according to **Carl A. Welmer**, Bay State Milling Co., president. The party committee consists of **Howard G. Baier**, Pillsbury Mills, Inc., **Ben Peoples**, flour broker, and **Richard Mizgorski**, Pittsburgh Flour Co.

George S. Pillsbury, vice president in charge of the bakery products division of Pillsbury Mills, Inc., and his wife, **Sally**, are proud parents once again. **Katharine Whitney Pillsbury**, their fourth child, was born Nov. 11.

J. Bob Roberts, manager of the Profla Division of Traders Oil Mill Co., Ft. Worth, Texas, and long active in civic affairs, has just been elected vice chairman of the newly appointed city housing commission. Mr. Roberts is known in the baking industry for his part in developing protein supplements made from cottonseed. As vice chairman of the housing commission, he will supervise the work of qualifying substandard housing areas for federal financial assistance.

Roy R. Peters, Lakeland, Fla., chairman of the board of the Southern Bakers Assn. and president of the Central Florida Bakers Council, was recently elected president of the Cleveland Heights Golf and Country Club at Lakeland. Mr. Peters is manager of the Butter-Krust Bakeries, Inc.

Milwaukee Bakers Conclude Golf Play

MILWAUKEE—Donald Dorsan of Liberty Bakery was the winner of the 1956 championship of the golf group of the Milwaukee Retail Bakers Assn. He was awarded the Max Shimon trophy. **Bernard P. Ronyak** of King Midas Flour Mills was the runner-up. The semi-finalist trophy winners were **Ted Sabanski** of Liberty Bakery and **Gus Boehmo**, retired. The group includes bakers, allied tradesmen and others connected with the Milwaukee baking industry.

OKLAHOMA A & M BAKERS' SCHOOL. Next class at Oklahoma School of Baking will start January 7, students enrolling January 3 and 4. GI's and Non-GI's accepted. Full course completed within one year. Intensive four-months' course available for allied and bakery employees unable to take complete course. Fees and living expenses reasonable. Loan Scholarship Fund available for students needing financial assistance. Scholarships available for out-of-state students. Graduates in great demand at good starting salaries. For further information write **Jno. C. Summers**, Oklahoma School of Baking, Okmulgee, Okla.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

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OFFICERS NAMED

COLUMBUS, OHIO—George Ellis, owner of the Mary Lou Pastry Shoppe, Columbus, has been elected president of the Retail Bakers of Columbus. **Marvin Good**, Pettifour, Inc., was elected vice president and **Ted Scherzer**, Scherzer's Bakery, secretary-treasurer. The group plans to celebrate National Retail Bakers Week April 29-May 5, 1957.

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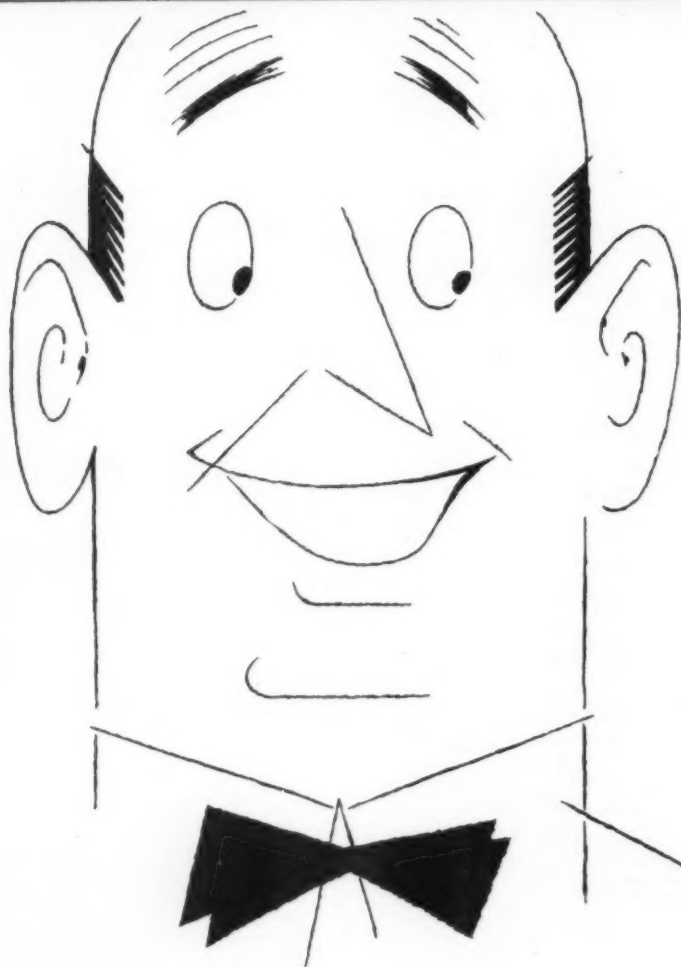


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Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done\$1.00

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This volume covers all the factors of route sales work. The baking industry is especially emphasized in it. It deals with all the techniques of establishing routes, controlling salesmen, marketing studies, sales manuals, sales contests, recording problems, transportation problems. A valuable help to bakers that have one or many routes for retail store selling. 276 pages, cloth bound\$6.00

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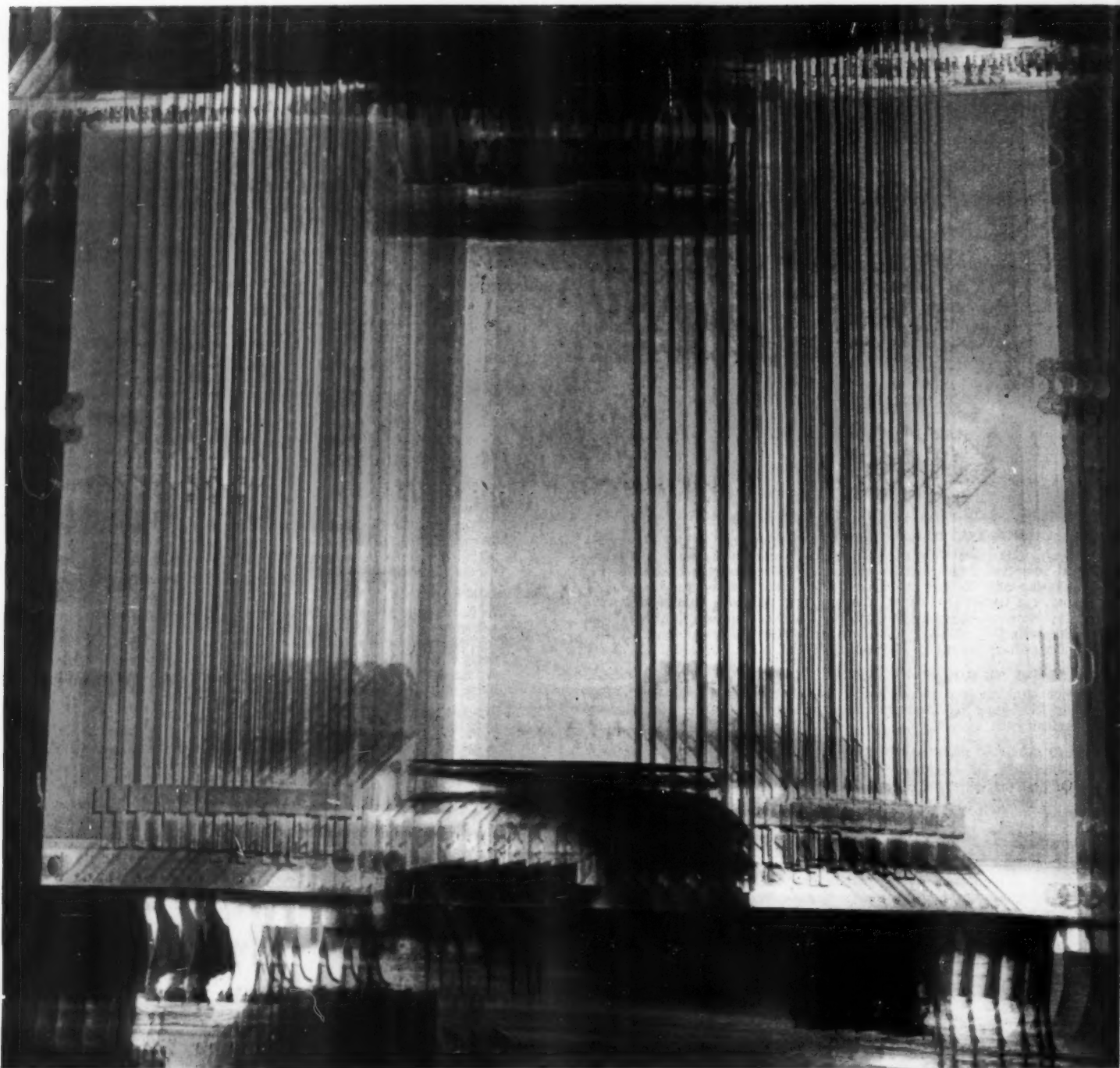
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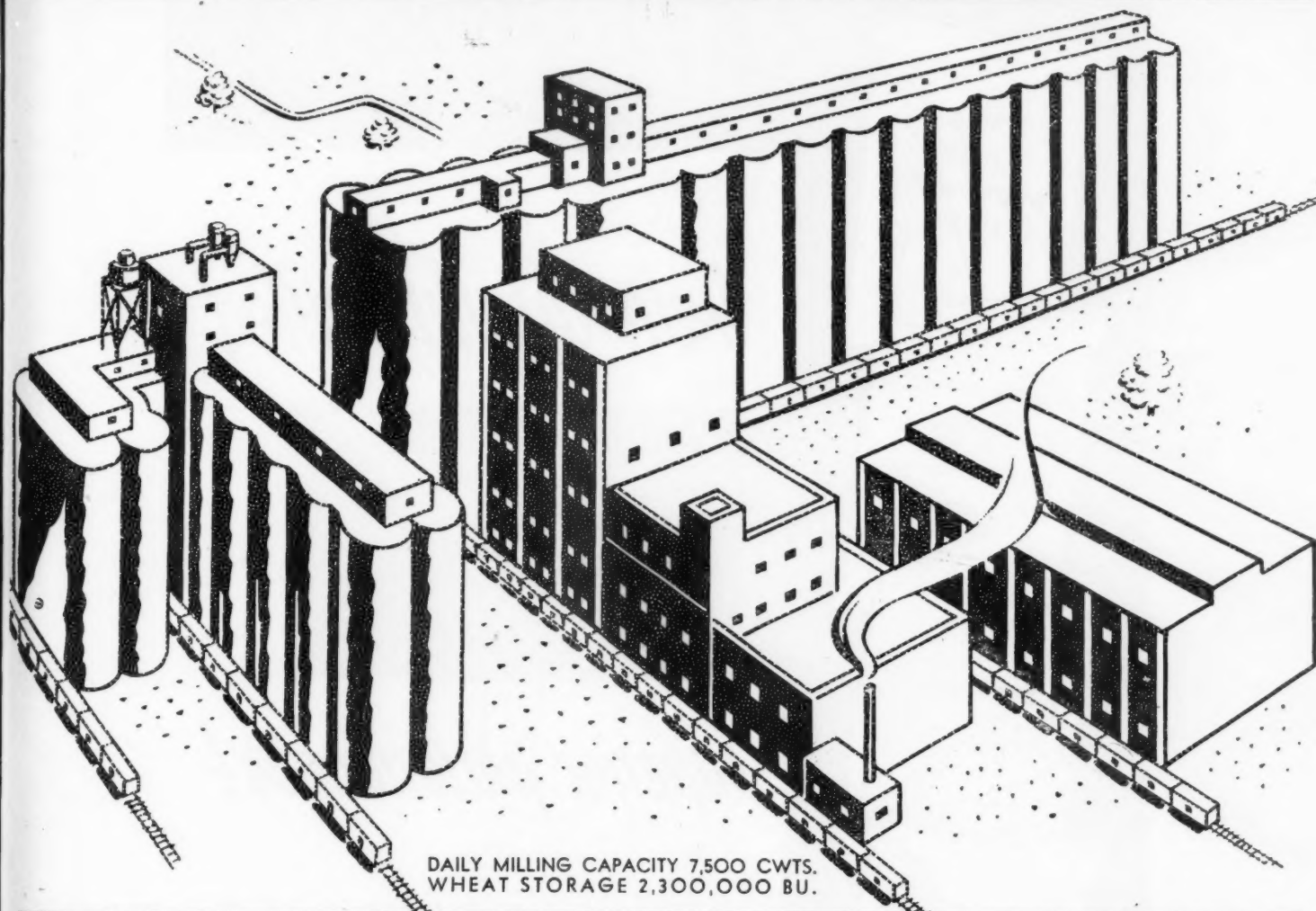
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Walter P. Haas

Walter Haas Rejoins Capital Bakers, Inc.

PHILADELPHIA—Walter P. Haas has been appointed national sales representative for Capital Bakers, Inc., according to a recent announcement by Albert S. Schmidt, president. Mr. Haas will headquarter in Harrisburg, Pa., Capital's home office.

Mr. Haas is a native of Williamsport, Pa., and is returning to Capital after 18 months in Norfolk, Va. Prior to that time he was associated with Capital for 23 years as sales supervisor and plant manager.

—BREAD IS THE STAFF OF LIFE—

Yuletide Season to See More Colorful Packages

CHICAGO — Manufacturers will use more colorful packages to spur gift purchases during the coming Christmas season. This prediction by John C. Newell, Jr., marketing director, Folding Paper Box Assn., is based on a review of orders received by FPBA members for holiday cartons.

"Many consumer items formerly sold as staples are being readied for sale as gifts through use of multi-colored packaging," Mr. Newell said. "At the same time," he continued, "firms that have offered gift packages in the past are planning to use more colors in the coming holiday season to help meet competition."

Mr. Newell said that entries in FPBA's 1956 contest showed a sharp increase in the use of color over previous years.

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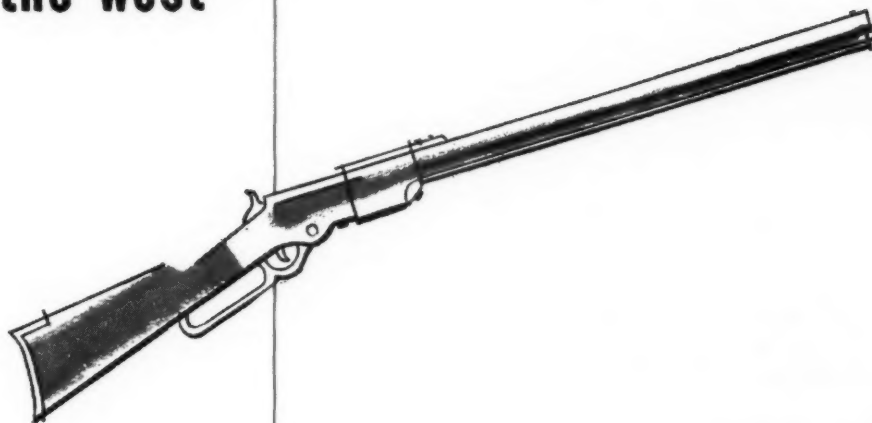
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